

3 Quick Ways To Multiply Your Sales!

By Larry Dotson

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Larry Dotson
bizreport@sssnet.com

10,000 Sales Letter Templates! <http://www.ldpublishing.com>

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1) Sell To Existing Customers

Offer your customers back-end products. It is easier to sell to existing customers. If you do not have a back-end product, join an affiliate program. You could offer that product as a back-end offer. Just make sure it's the right product for your target audience.

2) Increase Your Product's Value

Increase the perceived value of your product. You could offer an affiliate program, give away free bonuses or use famous endorsements on your ad. Another way is to offer a sample or trial of your product or service. If people like it or it works, that will increase the perceived value because it gives them 100% personal proof.

3) Create A Win/Win Situation

Remind your visitors to promote your web site. Use phrases like: "Refer Our Web Site To A Friend" or "Link To Our Web Site". Offer them incentives for referrals. You could give them free e-books, reports, software and other informational products. You could also offer them discounts on other products you sell.

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