

10 Hot Tips To Increase Sales...Fast!

By Mark Hendricks

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Ads That Sell Like Crazy <http://www.hunteridge.com/crazy>

by Mark Hendricks, author of "How To Make Your Ads, Sales Letters, And Websites Sell Like Crazy". For more info, see...

[">http://www.hunteridge.com/crazy](http://www.hunteridge.com/crazy)

1. It's The List - always start making your offers to your own customer lists and people who have requested information from you in the past. Then acquire other names by doing your own research from databases, organizations, etc. You can also purchase lists of names from list brokers. Just remember, the more specifically targeted the list, the better response you'll get to your specific offer.
2. Get To Know Your Customers - get on all the mailing lists you can that target your customers (that's right, you'll be on your competitors mailing lists). Study all the offers you see and find the best of each and come up with your own way of making the your offer more attractive to your customer.
3. Your Unique Selling Proposition - come up with the one major benefit that you offer that no one else does and make that the emphasis of your offer. You must be perceived to being unique.
4. Make Sure Your Headline Is Pulling Them In - remember your headline is your ad for your ad and counts for more than 80% or more of your ads success. Test, test, test one headline against another leaving everything else the same. Once you have a headline that pulls by a major percentage greater than the others, let that become the "control" to keep testing against in the future. By the way, the name of your company or your name at the top of your ad (or even letterhead) in not a headline...there is no major benefit for your customer stated.
5. Salesmanship In Print - give full and complete details in you ad (or sales letter too). People will read long ads as long as they are interested in what they read. Ads are never too long, only too boring! Give them benefits, benefits, benefits...advantages, advantages, advantages...not features of your product/service.
6. Use A P.S. - restate your major benefit and give them a reason to act now (special price, time limit, quantity limit, etc.). Use it as a second chance to state your headline when it's time to order.
7. The Layout Of Your Ad - make your ad and all support material attractive to the eye...easy to read. Use different spacing, subheadlines, tpestyles, capitalizations, characters, etc. to create excitement and interest.

8. Frequency - don't mail out anything just once and expect a response. Humans are terrific procrastinators, it's what they do best. It takes on the average 7 times before you establish a position in the brain of your prospect...7 times!

9. Always Ask For The Sale - after you've gone through all the trouble of making your complete sales presentation, don't forget to ask for the sale. Tell the reader what they must do NOW to receive the benefits you're offering. Always include ordering instructions (800 number, order form, whatever).

10. Go to... <http://www.hunteridge.com/crazy>

PS - I know, I know...a blatant commercial pitch! Remember...always ask for the order!

PPS - For information on "How To Make Your Ads, Sales Letters, and Websites Sell Like Crazy", see... <http://www.hunteridge.com/crazy>

PPPS - see how you read the PS, so do other people.

About the Author

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