

how to increase sales by 50% just by adding one simple page to your site

By Robert Puddy

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Robert Puddy
webmaster@hotbobs.com

hotbobs <http://www.hotbobs.com>

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The upsell strategy or upgrade is potentially the most expensive secret on the net. (Not so secret now)
You must have seen those sites listing things you will learn if you pay me X amount to join my private site, one of them is always.

LEARN HOW TO INCREASE YOUR SALES BY 50% JUST BY ADDING ONE SIMPLE PAGE TO YOUR WEB SITE.

How many times have you been curious enough to consider paying, just To find out what that was. (Lesson No 1 curiosity is a great sales inducer)

Well for those of you who resisted, your patience is about to be rewarded Because today you are going to learn this secret for free.

I will tell you this though you will kick yourself when the penny drops.
I went around banging my head on every brick wall I could find for being So stupid. When your customer clicks on that link at the bottom of your Page that says's order here now through our secure server they are Expecting to get their credit card out, in fact they may already have it in They're hot little hands.

So what do you do, send them to a page that offers them an

upgrade to the Product they are ready to buy.

That new page tells them that for a measly extra \$10.00 they can have the super duper version, or an extra item that will make there lives even easier.

Testing shows that 50% of buyers will go for the upgrade they are already in the buying mood and they figure what the heck I was going to spend \$30 why not go for the extra \$10 and get a better deal. (see I told you stop banging your head on the desk and see an example of this at work.

If you go to this page and click on the order now link at the bottom (don't worry you wont be charged)

<http://www.hotbobs.com/autorespondermagic.htm>

Two things will happen you will be sent to clickbank where you can start the process of purchasing, but also a popup will appear with the upgrade option. If you choose the upgrade that popup will redirect you to a different clickbank page where you can hand over the increased amount.

It's neat, simple and works.

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Article written by Robert Puddy webmaster of hotbobs.com

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