

# Give Your Business A Makeover To Jolt More Sales!

By Tatiana Velitchkov

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Higher Traffic = Higher Profits! <http://www.Guaranteed-Hits.net>

A successful online business needs to follow certain rules in order to keep their head above water and consistently make a steadily increasing profit. Have a website and domain name, keep an opt-in list, promote on a daily basis, and several more that have already been drilled into your head countless times through countless articles.

But, there is one that has been overlooked that will overwhelmingly bring in more sales than any other tip or technique.

Keep Your Business In A Constant State of Change.

Are you still looking at the same website design you started with a year ago? Are you still trying to make money with those same affiliate programs, member sites and resell right packages? Or have you updated your product or added any new products or services? Have any sales lately? Kept up to date with your bonuses and gifts?

You should always be thinking at least two steps ahead. I bet your competition is!

Look at all the successful online "experts" and you'll see that they have a seemingly endless supply of new products, or services. They know that they probably won't be around long if they are not always coming up with new and fresh ideas.

Your Own Product Makes More Money.

If you're still trying to hawk someone else's product, you need to start thinking of your own product or service. Affiliate programs are great for getting your feet wet, but for the long haul, and bigger and bigger paydays, you need to develop a product of your own. That's the first step.

## Update That Website.

Your website is your "store", so to speak. Give it a facelift every once in a while. Use different backgrounds for the seasons or holidays. Change the graphics around to give a different focal point to your site. If you have banners, use different ones. Spice it up with some JavaScript.

## Learn Something New.

Don't know how to change your website, learn how. This might seem a little harsh, but you need to be constantly learning and become more self-sufficient. The more you can do for yourself, the more you profit. Learn some HTML or XML coding, so you can update your website yourself. Take a class on programming to design software you can in turn, sell. Learn to install simple CGI scripts to your server to add interactivity.

## Add New Products.

This is the heart of the whole concept, where everything comes together. Your business will not survive with just one avenue of income. Take your new knowledge and write an ebook, report, or informational course. Write programs for your own use, for sale, or charge others to write software for them.

At the very least you should be adding something new every 6 months or so. Two new products, or services a year can add up to thousands more dollars to your bottom line.

## Never Let Up.

Are you serious about your online business? Do you really want to make this your livelihood and live your dreams?

Then keep up the pressure and never let up. Always look for new ways to keep your business profiting. Things can change drastically and suddenly. If you stop progressing forward, then you will be left behind and dig yourself into a deep hole.

In essence, your online business cannot be allowed to stay still for very long. Always be looking ahead and thinking of the future. By not limiting your abilities, your profit potential is staggering.

It's hard work to be successful and it's even harder to stay there. But the rewards are well worth it.

Tatiana Velitchkov

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Tatiana is the President of the Fortunes, Inc.

The company represents one of the few businesses on the Internet providing huge quantities of traffic, At Once upon payment processing, and for outrageously affordable prices.

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