

How To Get Your Sales Started When Things Slow Down

By Tatiana Velitchkov

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Economic Slowdown.

An ugly word to all of us who are trying to operate a business out of our homes. A scary word at times.

We all are affected by it at different points in our online careers and we need to know how to deal with it and pull ourselves out of the hole and bounce back even stronger.

By following a few easy steps you can put any kind of slowdown behind you and not become one of the dotcom failures.

1. Stay Calm!

Yes, when your sales start to slide, you need to take a few deep breaths and stay calm.

Rational thinking stems from rational minds.

You will not be able to pull together a way to get out of your slowdown when you are frantically trying to think of solutions.

Do not run to your HTML editor and start re-designing your website. Do not start slashing prices. Do not start giving more incentives than you're comfortable with. Do not start resorting to disreputable marketing practices.

These are all things that flash through our minds when we are faced with lower sales. Your business was stable before, it will prevail.

2. Take a Break!

"What! Take a break when my business is falling apart! You're

Crazy!"

Now, now. Hear me out first.

No matter how long you've been at your online business before the slowdown hit, I bet it's been too long. You need to recharge your batteries.

Take some time for yourself and don't worry about the Internet or your computer. Breathe some fresh air instead of the stale, dry air surrounding your desk.

Take a trip. Play with the kids. Read a book. Build something. Find a new hobby. Whatever it takes to get you away from the computer and live a little.

3. Expand!

"Ok, so far you've told me to stay calm, take a break and now you want me to Expand!"

You Bet I Do!

This is a perfect time to try and work in new services or products you can sell, or even giveaway.

Go ahead and write that ebook you've been wanting to do. Try your hand at programming and develop some new software.

Expanding your product, or service, line is a great way to jump start your sales again. You have plenty of options available to you with an expanded line.

Upselling, free trials, free offers, two for one deals....the list could go on.

4. Try Out New Promotional Methods!

No better time than when you're not as busy or need a jump start than to try out new promotional methods and advertising materials.

Advertising is an ever changing medium and works best when imagination is applied with full force. Take this time to use your imagination and come up with some good ideas!

Try out ezine ads, solo ads and classifieds. See which ones work best.

Put together a list of ezines that you get the best results from.

Research the Internet for websites that you would benefit from

having your link there.

Work with your META Tags. Learn the Search Engines. Rework your keywords on your site.

Don't hold back. You never know where your next visitors will come from and the more places you have a link, the more exposure you get.

5. Get Some Help!

When researching for new promotional methods, try looking up web sites that would compliment your product or service and inquire about forming partnerships with those web site owners.

You could do cross promotions, place links, or bundle your products together for a complete package of some kind.

Put your brains together and come up with a new product you can sell together and split the profits.

Pick their brains for way of advertising you hadn't come across yet.

Again, use your imagination here also.

In a slowdown or slide in your sales you are never out of the game until you have resigned yourself to that fact. There is always a way you just have to find it.

Use these tips to get your business started again and don't ever forget what got you started in the first place.

Tatiana Velitchkov

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Tatiana is the President of the Fortunes Inc. For as much as we know The Fortunes Inc. represents the only business on the Internet that provides such amounts of traffic in such a short spans of time, and for outrageously affordable prices.

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