

# How To Use 3 Killer Tactics To Explode Sales!

By Wes Blaylock

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by Wes Blaylock (c) 2001

How many orders are you losing every day due to an ineffective closing strategy?

30%? 90%? 300%???

It amazes me how poorly constructed most ordering systems, or sales letter "closes" really are. I find that the majority of websites either have a horrible close, or an ordering system that flat out scares the customers away.

To get right down to the basics, the easiest way to increase orders is by giving your customers as many ways to order as possible, and making it extremely easy for them to order (these go hand in hand).

But on a side note, there are dozens of extremely powerful ways to increase orders via the close, or right on the order form. Here are three of my favorites.

1. Add an extra incentive right on the order form!

This is quite simple. No doubt you have seen order forms that include a testimonial right above the actual order form.

This gets the visitors excited, adds credibility to your name, and increases orders! Take your best testimonial from your sales letter, and put it at the top of your order form.

This is an easy tactic that smart marketers use to increase orders!

On a side note, there are other incentives that you can add

to your order form. For instance, you can tell the visitor about your affiliate program right before they order as another incentive to purchase your product!

You can tell them that after they order, you will show them how they can promote your product and make a commission for each customer they refer.

Make sure to tell them that they only have to refer a certain amount of customers, and your product will be free. "Make 3 sales and the product is free" is the type of incentive that you can display to instantly increase orders!

On one of my sites, I use this exact same strategy and instantly increased orders! Check it out for yourself:

<http://www.InstantVisitor.com>

One more trick, add a bonus to the order form that is not stated on the sales letter. If you have 3 free bonuses that you give away when somebody orders your product, then tell about 2 on your sales letter, and put one on your order form!

You can say something like: "By ordering today via the form below, I will also throw in the ABC Special Report that shows you how to achieve XYZ benefit in 30 days or less", etc..

This gives the visitors that extra "push" to go ahead and give your product a try. It is simple and very effective.

Most marketers do not even track the amount of visitors that go to their order form, and then back out. Once you do, you will find that it is imperative to get your order form into a "selling mode" instead of a "fill out the form if you want the product" mode.

I constantly monitor my order form visitors to sales ratios and consistently try to improve them!

## 2. Create curiosity with fake "product access" links

A simple tactic that increased my orders for my site: <http://www.austinsgroup.com/ebp.htm> by over 20%.

Here is the trick; if you have any product that is restricted to a password protected directory where visitors have to buy to get access to that directory, then you can link to that directory right from the order form and increase orders!

This is very simple. For EbookPaper.com, I have a simple sentence right before the order link that says:

"Download the package a few minutes after you order!."

The word "Download" is a text link that links to my password protected directory. When people click on this, a pop up occurs which asks for their username and password.

Of course, they have to order to get a username and password, so they cannot access the product when clicking on that link..

I have found that this causes an urgency and curiosity to find out what the product is all about, and it increases orders. How simple is that?

3. Add another P.S., or improve the ones you have!

A very important element of any sales letter is the P.S. that is placed right after you sign off. It is something that is always read, and something that you should certainly concentrate on to increase orders.

I suggest that you have at least 2- P.S. statements on each sales letter. I have tried with just one, and have always increased orders by adding a second. Adding a third P.S. never made a difference for me.

My "P.S. Flow" goes something like this; In the first P.S., I give a quick reminder of how the price is a limited time offer, and remind them that by ordering today, they are guaranteed not to miss out on anything.

The second P.S. (which I call a P.P.S.), is used to give a quick overview of all that my product package contains.

I basically spell out the entire product and it's most powerful benefits, and the bonuses that come along with it. This gives the "skimmers" (who don't read the sales letter, but always read the P.S.) a chance to see what the product is about, and maybe get them to read some benefits and order.

There are many things that you can do with a P.S. statement, but the above is an easy system that you can follow that works every time.

Along with the other 2 tactics, you should have no problem increasing sales. Test and tweak these ideas and see what works best for your product!

See you at the bank,  
Wes Blaylock

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Wes Blaylock is the creator of the Instant Visitors Private Program that'll Show You How to Quickly Generate Hot-Hungry, Targeted Traffic! Inside you can look over his shoulder and see exactly how he rolls out marketing campaigns each week! Click Here For Complete Details:

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