What if I Showed You How to Make a Million Dollars a Year, Without Going to College, Without Major Investment, Working in the comforts of your own Home, Selling a Scientifically Validated, Verified, Legally Registered Medical Device that Makes Your Children a Bit Smarter, Faster, Stronger, More Insightful, Better at Beauty Perception, With NO side Effects, Proven Safe and Effective??????

$1,000,000

What Would You Say ???
It is quite simple. Everyday google search out 100 names of prospects, send them a personal email, wait for a response. Answer the questions and then close the sale. It is that simple.

1. Google Search an Area for a type of network client, such as Alternative Medical Doctors, Chiropractors, Biofeedback Technicians, Naturopaths, Mercury free Dentists, Osteopaths, Nurses, Counselors, Even new college graduates are interested in a job as a GSRtDCs technician.
2. Send each Client a personal email, wait for response
3. Treat each Response with courtesy and respect. Negativity from backstabbing lies and slander needs to be dealt with truth and kindness.
4. Answer questions with other pdfs and links
5. Let them watch the pre sales video for medicine, or for GSRtDCs
6. Ask Eclosion for help closing
7. Schedule a demo
8. Ask when they want it delivered
9. Please keep track + record your work so you can verify a lead connection.
Work you do today, might not pay off today, sometimes it takes years.

Invest in your future.

Do the work today, run up the numbers and the network will pay.

Businesses are using social networks to:

- Connect with people having similar goals and interest
- Raise awareness about their products/services
- Create deeper engagement with customers
- Crowdsource feedback for product development
- Turn customers into brand ambassadors
- Support for existing customers
- Create new revenue opportunities
- Acquire new customers
- Social Marketing
- Direct two-way dialog with customers
Now let’s go over the basic sales payment plan to show you the potential. We strongly recommend all take the easy online sales training course and pass the salesperson test. We want your business and sometimes we allow a lay salesperson a 10% commission. For a lead referral that makes a sale we will pay 500 dollars to a lay person.

But if you want to make a big business become a contracted sales person and learn properly just what you can and cannot say. A qualified contracted salesperson that has passed the test gets 20% on one or two sales a month, and 25% if they do 3 or more.

The Eductor sells for 19,000 euro and the commission is 4,750 euro for a device if you sell 3 a month. This nets you 14,250 euro a month, 171,000 a year for part time work from home. We have had salespeople sell 3 in a day.

If you do 100 emails a day you will get 3 to 7 responses and we can help you close them. Do 200 a day which is a single morning’s work and you can get 6 to 15 leads a day or 70 plus a week. This builds up after a month of work and you open up a large network. A large network means large profit potential.

When you start to sell 17 a month and you can make over a million dollars a year. One of our salespersons once did 35 a month. It is more than possible.

If multiple sales people are needed to close we mandate we work together to understand that the lead, demo, close all are important and need to be compensated as we work together. It will take some hard work to succeed.
In sending a personal business letter this is the protocol

- **Sender's Name & Address**
- **Date**
- **Receiver's Name & Address**
- **The Greeting**
- **Body of the Letter**
- **The Closing & Signature**

**Lead Generation and Sale Closure are the Most Important Aspects of a Professional Sales Organization.** We Value and will pay for Leads that Lead to Sales.
Sample letter #1

Economic Opportunities of the Future

We have a fully validated and legally registered medical device that can make your Children a Bit Smarter, Stronger and More Coordinated. Yes the technology of micro current electro stimulation has exploded and now rocks the scientific medical community. There are more complete details on our performance enhancement website:

http://www.gsrtdc-s-school-intellect-sport-enhancement.com/ or (Jobs of the Future) https://www.youtube.com/watch?v=7ymJ}pxOj_M https://www.youtube.com/watch?v=TfEEBmdfo0g

There are fantastic financial prospects with this new Exciting Drugless Technology Proven Safe + Effective.

If you wish more info please write back to me at
Sample Letter #2

THE TECHNOLOGY OF INTELLECT AND SPORT ENHANCEMENT HAS MADE SOME SIGNIFICANT ADVANCES.

A New Job Opportunity has been Introduced to help make Your Children and Other People Become a bit Smarter, Faster, Stronger and More Insightful.

This technology known as the Eductor has been legally registered, scientifically tested, validated, verified and proven safe and effective.

There are more complete details on our performance enhancement website:

http://www.gsrtdcs-school-intellect-sport-enhancement.com/ or (Jobs of the Future)
https://www.youtube.com/watch?v=7ymJ_pxOj_M https://www.youtube.com/watch?v=TFEEBmdi00g

There are fantastic financial prospects with this new Exciting Drugless Technology Proven Safe + Effective.

If you wish more info please write back to me at....

Here next is a sample follow up letter
Economic Opportunity of the Future

We have a fully validated and legally registered medical device that can make your children a bit smarter, stronger and more coordinated. Yes the technology of micro current electro stimulation has exploded and now rocks the scientific medical community. There are more complete details on our performance enhancement website: http://www.gsrtdcs-school-intellect-sport-enhancement.com/ or (Jobs of the Future) https://www.youtube.com/watch?v=7ymJ_pxOj_M https://www.youtube.com/watch?v=TfEEBmdfo0g

If you wish to review the research verification + scientific validation go to: http://www.gsrtdcs-school-intellect-sport-enhancement.com/useruploads/files/research_validation_links_for_gsrtdcs_ok.pdf

The new and improved SCIO technology now called the Eductor has FDA registration, CE European registration, SFDA Chinese registration and official registration in many more countries. Here are two reviews of the clinical evaluation of medical claims accepted by notified bodies in Europe and taught in accredited medical universities. http://indavideo.hu/video/Clinical_Evaluation_MANDELAY http://indavideo.hu/video/Evidence_Meta_Analysis_of_the_Eductor_SCIO_Technology_with_music

To guarantee safety and maximum efficacy we teach professional therapists to fully monitor results. The GSRtDCs technique measures the skin resistance and brain wave as we apply a CES Cranial Electro Stimulation signal and the device then alters the next response to auto-focus the therapy and maximize results. This requires a therapist to confirm safety and superlative results.

In fifth grade we learned that the body is made of atoms with electrons in the outer energy shells. Electrons never touch they repel. There are massive relative distances between these outer electrons of the atoms. The space between these atoms is full of energy fields. Energy fields make up most of the human body. There is indeed a body electric and all body processes have an electrical component. Our body electric is under stress and the electrical battery of the body runs down from time to time. When the body electric battery runs down our Eductor technology will work with a soft safe stimulation to “Top Up” your charge and maximize performance. Many research papers have shown this to be effective to make students smarter, stronger and more coordinated. Studies show increase in insight, intellect, math ability and a host of other concerns. Research has shown dramatic increases in overall mental performance, focus and confidence. One 45 min session can last a day or so, two a week, three a month and four or five sessions can make positive effects lasting approximately 6 months.

This means not everyone needs to buy such a device. Instead every business, sports team, office, school will be interested in these effects. We are building a team of people to become sales people, trained therapists and mentors to teach others. This is a dramatic financial opportunity where a simple charge of insurance standard 200 dollars a session many have made successful practices making more than a 1000 euro a day. If you wish to review a professional review of similar energetic medicine technology validation of claims go to: http://www.whprs-ratings.com/

This technology ranges from 8k to 19k and training and licensing can go 1 to 2 k. financing programs can be easily arranged with 30% down. (less with good credit). For sales information, to ask a question and to see more go to http://indigoquantumbiofeedback.com or write me back at this my e-mail.
Frequent Questions and Answers:

Here are the links to the European and American Brochures
http://indigoquantumbiofeedback.com

Website for Sport and Scholastic Enhancement
http://gsrtdcs-school-intellect-sport-enhancement.com/
http://indavideo.hu/video/GSRtDCs_and_Insight_development
http://indavideo.hu/video/GSRtDCs_works_and_is_scientifically_tested

New Research
https://www.youtube.com/watch?v=GCcnhFjZIVA&feature=youtu.be

Here is a review of the Clinical Evaluation of medical Claims
http://indavideo.hu/video/Evidence_Meta_Analysis_of_the_Eductor_SCIO_Technology_with_music
http://indavideo.hu/video/Clinical_Evaluation_MANDELAY

Professionals compare energetic medicine products

Insurance payment for Biofeedback
http://howtobecomeabiofeedbacktech.com/

For other questions contact desire.dubounet@gmail.com
The essential step is going from defeatist poverty thinking “i can’t” to Prosperity thinking “I CAN”.

If you are Correct, Compassionate, Conscious and Help Others, God Wants You to Have Abundance

Abundance is Not Always Money

http://indavideo.hu/video/Poverty_to_Prosperity_Thinking

DO YOU HAVE A POVERTY MENTALITY? Change it to Prosperity Mentality, Thru Perseverance, Positivity, Patience and Precision
Email Marketing to Generate More Leads

While email marketing may not get the attention some of the newer tools get, it’s still a terrific way for you to generate leads and convert more prospects for your business. With that in mind, I wanted to share some email marketing best practices you can use to generate more leads for your business.

Email Marketing Best Practices for Lead Generation

1. Use Incentives to Increase Open Rates: When you include an incentive in your subject line, you can increase open rates by as much as 50%. “Free shipping when you spend $25 or more” and “Receive a free iPod with demo” are examples of good, incentive-focused subject lines.

2. Stick to Fewer Than 3 Typefaces: The less clutter you have in your email, the more conversions you’ll experience. Don’t junk up your email with more than 2, or at maximum, 3 typefaces.
3. Keep the Main Message and Call-to-Action Above the Fold: If your main call-to-action falls below the fold, then as many as 70% of recipients won’t see it. Also, any call-to-action should be repeated at least 3 times throughout the email.

4. Keep Your Email 500-650 Pixels Wide: If you go wider than 650 pixels, then you’re asking users to scroll horizontally to read your entire message. That’s a no-no.

5. Put Your Logo in the Upper Left-Hand Side of the Email: Eye tracking studies have found that people instinctively look for logos in the upper left-hand side of emails. Put your logo in the upper left-hand side to ensure it gets the most visibility.

6. Write Compelling Subject Lines: A good subject line should contain no more than 30 to 50 characters. It should also create a sense of urgency, and it should give readers some indication of what to expect once they open the email.

7. Use Auto-Responders for Opt-Ins: Be prepared for your readers to forget they opted in. Set up an auto-responder that reminds people they opted in to your email database. The auto-responder should be sent out 1 day, 5 days, and 10 days after the person registers. Each auto-responder email should include additional content or bonus material to reward the reader for opting in.

8. Closely Tie Emails to Landing Pages: Your landing page should match the email in terms of headline, copy, and content. The look and feel of your landing page should also match the email. And make sure you’re utilizing tracking tools to see which emails and landing pages performed the best.

9. Conduct a 5-Second Test: Send a copy of the email to a friend or business associate. Can they quickly tell what your call-to-action is? If so, you’re golden. If not, keep working.

There are a lot of new tools in a marketer’s tool chest that are getting a good amount of attention these days. But don’t forget about old, yet reliable and faithful tools that can still really help you get the most out of your marketing initiatives.

PLEASE KEEP TRACK + RECORD YOUR WORK SO YOU CAN VERIFY A LEAD CONNECTION. IF YOU HAVE HELPED A SALE IN ANY WAY AND CAN PROVE IT WE WILL MAKE SURE YOU ARE Rewarded WITH A CHECK.
"Networking is an essential part of building wealth."

"It is a Numbers Game, The More You WORK to Increase Numbers, The More Successful You Will Be"

Fine-tuning an email strategy is a big process, but the metrics used at each stage isolate three big-picture tips:

1 - Analyze Customer Behavior

Metrics and emails don’t happen in a vacuum. If something is failing, it’s important to figure out why before jumping in to try to make up the gap.
As Alchemy Worx (@AlchemyWorx) analyzed a client’s email strategy, they were able to point out why the client’s strategy failed: “The client's original idea to use complex segmentation and targeting rules in order to send personalized offers was good in theory, but it failed in practice. It did not take into account the fact that the large majority of subscribers will not take action every single week. As a result, [it] ended up sending similar offers every week to subscribers who had not yet acted, thus driving engagement into the ground due to the repetitiousness of the offers.”

2 - Revamp One Step at a Time

Litmus’ (@LitmusApp) strategy for their onboarding emails needed a lot of help. They weren’t paralyzed at the size of the task, but they also didn’t go overboard with changes all at once.

“Bite off a little bit at a time and then continue to branch out,” advised a Litmus team member. “This will enable you to take a look at your results and user behavior, and adjust your email programs appropriately. It’s also easier to manage, and allows to you learn as you go, making small improvements and tweaks over time.

Their patience also ensured that while they made the most important changes first, they were building a strong, adaptable system overall: “With our new onboarding program, we started by segmenting Basic users first due to the popularity of the plan. This strategy allowed us to make an impact quickly with the highest number of users, enabling us to get the data we needed to keep moving. So while we started with two onboarding tracks, we now have four — and it’s relatively easy to add more.”

3 - Keep the Strategy Fresh

VerticleResponse (@VR4SmallBiz) continues to send quirky, seasonal email offers because the metrics continue to demonstrate that it works well with their audience. As they hone their strategy, they have learned how to time the offers: “It’s important not to send them too often, so that your audiences aren’t accustomed to getting them too frequently. You don’t want to run the risk of having them potentially delaying their purchases because they think a discount is just around the corner.”
Get Out of Your Rut

Winning marketing metrics systems all have one thing in common: flexibility. Don't marry any one idea or strategy, and never put all your metric eggs in one basket. Your marketing metrics should help you constantly analyze and improve.

How to Use Social Media for Lead Generation

At least 58% of marketers who have been using social media for three years or longer state that it has helped them boost sales. On average, marketers spend between four and six hours on social media each week. While marketers do struggle with lead generation and measuring ROI on social, there is no question that social media a critical piece of your marketing mix.

“The goal is to ensure that your marketing and other business activities are aligned with your organizational objectives. You can have the best social media and content marketing in the world, but they don't matter if your landing pages, website, and sales team don't close the deal. Furthermore, when you approach social media and content marketing from a centralized perspective, you can maximize each content and marketing effort while
minimizing costs. For example, incorporate quality ‘how-to’ information in your customer service mailings.” - Heidi Cohen (@HeidiCohen), HeidiCohen.com, Chief Content Officer

**TWEET, PIN, OR LIKE: PICKING THE PROPER CHANNELS**

Where do you start with social media? It is easy to turn to the most popular channels – Facebook, Twitter, and LinkedIn – and assume that you're doing your job correctly. While it is important to use these three channels, don't neglect niche channels such as Pinterest, Instagram, Google+, and SlideShare. If you're not sure where to start, get to know your audience a little better.

“It's all about research. You have to know who your audience and influencers are before you start trying to target them. This usually means listening before engaging. Once you know who they are, then targeting them is a matter of providing information that is relevant.” - Stoney deGeyeter (@StoneyD), PolePositionMarketing.com, President, Pole Position Marketing

“You want to think about where the people you want to work with are spending their time. Which tools would they be more likely to use? If your audience prefers LinkedIn, then spend time in groups devoted to your space and industry, where your potential customers are likely looking for information already. If you contribute to these communities, you have a higher chance of getting noticed by potential clients. Twitter chats are another fabulous tool for networking and prospecting. With hundreds of chats, there's bound to be one covering your area(s) of expertise.” - Mack Collier (@MackCollier), MackCollier.com, Social Media and Marketing Strategist

**ALIGN AND FOCUS YOUR CONTENT**

Providing consistent, high quality content for multiple social media channels, as well as a blog is no simple task. Here’s a strategy to help you maximize your content marketing time and budget:

“Create all of your content on a single topic at once. These topics can include product information, customer FAQs, how-to / tutorials, styling help, and ratings and reviews. Develop a series of pieces of content to maximize leads. Make sure that your content is
contextually relevant to each social media platform and is easy to read. Skip the sales pitch and promotion or your audience will skip your content.” - Cohen (@HeidiCohen)

EXPAND AND ESTABLISH YOUR EXPERTISE

One way to set yourself apart from the competition is to position yourself as an expert within your field or industry. Social media and blogs are a great way to demonstrate your expertise. If you can solve a common customer problem in the process, all the better.

“For example, I want to work with companies that are looking to build ambassador programs. So I wrote this post, 10 Things to Remember When Creating a Brand Ambassador Program, to help companies get started with the process. What I found is that often after I share that post, someone will email me from a company asking if I can help them build a brand ambassador program. By creating content that helps solve that company’s problem, I am also demonstrating my expertise, which prompts them to contact me about us working together.” - Collier (@MackCollier)

SOCIAL IS A TWO-WAY STREET: CREATING CONVERSATIONS

As you brainstorm topics, don't be afraid to consult with your customers. One reason that consumers use social media is to connect with a brand on a personal level. They appreciate the fact that a brand is reaching out to them and as such, will not be afraid to share their opinions.

“Begin the relationship by asking ‘How can I help?’ instead of ‘What can I sell?’ We are all so inundated with pitches from people and businesses that we’ve never heard of that we screen most of them out as background noise. People want to do business with companies that they know and trust. You have to build trust before making the pitch.

Look for an opening that gives you an opportunity to help. Answering questions in online forums is a good approach. Be honest about your shortcomings and the strength of competitors' products. This practice will enhance your credibility enormously. Once you’ve received gratitude for the help you’ve given, ask what else you can do. The person you're helping will feel obliged to return the favor. At that point, he or she becomes a lead. Start to
steer the conversation gently in your direction.” - Paul Gillin (@pgillin), Gillin.com, B2B Social Media Strategist

Regularly publishing high quality content is not enough. You have to use the right strategies to keep readers coming back and participating. One key tactic is to be easily accessible.

“B2B buyers are 70% of the way through the purchase process before they contact you. This means that they’ve done their research and are close to making a decision before you know it. Therefore you must provide the information and make it findable via the variety of options that they choose.

Be accessible on social media, and make it easy for customers to contact you via social media, your website, and mobile. This means providing an active email address and a 24/7 phone number on all of your social media identities, as well as on your website and mobile options.” - Cohen (@HeidiCohen)

It is also important not to intimidate your customers. If people assume that everyone reading the article is already an expert, they are less likely to share the content and add their own input.

“The more 101-level the content, the more likely it is that readers will share opinions. Honestly, most people are smarter than they give themselves credit for. However, if your content is more basic, it’s less intimidating and more readers will feel comfortable sharing an opinion. And when they do, it's up to you as the blogger to respond to them, thanking them for participating and then trying to keep the discussion going in order to encourage engagement.” - Collier (@MackCollier)

DON’T BE PITCHY

Above all else, you have to keep self-promotion to a minimum in order to increase lead conversions through social media. People are there to build relationships, not view advertisements.

“Many people primarily use social media as a publishing tool when they should be using it as an engagement tool. There is nothing wrong with promoting your own content, but the
ratio needs to lean more heavily on engagement. Engage and promote other content first. Promote yourself second.” - deGeyeter (@StoneyD)

You also have to monitor your channel on a daily basis. A negative comment can spiral out of control very quickly. However, if you address the issue in a timely manner, you can build credibility for your brand.

“Watch what is said over social carefully. If you're using it to foster and generate leads, you have to be careful never to offend. People are watching. They learn a lot about you by your engagement. If you turn people off, you'll lose business.” - deGeyeter (@StoneyD)

A WELL-TIMED NUDGE IN THE RIGHT DIRECTION

Finally, providing the right information at the right time is key for successful lead generation. Giving customers the push that they need at certain points in the sales cycle increases the chances of closing the deal.

“Share specific information that they may need and make sure that they see it. We do this on occasion when a prospect is trying to decide between X and Y service. Usually it won't be something that we wrote unless we send them information from at least two other sources as well. This practice isn't about showing a potential customer how smart we are, but rather about sharing knowledge that the prospect will use to make a decision.” - deGeyeter (@StoneyD)

The formula for social media is straightforward. Listen to your customers and share information that is relevant and meaningful for them, keeping self-promotion to a minimum. It may seem obvious, but being social is key to success. Don't be the guy hanging back in the corner of the room at the dinner party. Instead, listen more than you talk. When it’s time for you to speak, do so in a way that ultimately helps your company generate more leads.
IAB Online Lead Generation Council - Best Practice Guidelines

The following represent “best practice” for all online Lead Generation campaigns.

1. A lead is a person who has actively requested to be contacted by an Advertiser to promote products or services without an associated sale. The consumer should give their express consent to be contacted e.g. by clicking an individual opt-in checkbox as a minimum, and should not be misled to opt-in in order to complete a registration to an unrelated subject, service or offer.

2. The Advertiser should ensure the user is informed about what they are signing up for, and how they will be contacted e.g. via email, phone call(s) or postal means.

3. A lead should not be asked to give away personal data which is not relevant for the Advertiser’s product or service.

4. A lead should be free to unsubscribe from the Advertisers further marketing communications anytime he or she desires whereas an Advertiser must agree to deactivate or delete the user data in accordance with legislation.

5. The use of incentives in order to encourage the generation of leads should always be agreed upon with the Advertiser and the implications of their use made clear.

6. Data capture forms and creative should be approved by the Advertiser before going live.

The Council recommends all Advertisers and Lead Suppliers document the following:

1. **Who will capture the lead data?**
   - [ ] Advertiser, [ ] Lead Supplier, [ ] Agreed Third party

2. **Will the leads be exclusive to the Advertiser?**
   - [ ] Yes, [ ] No

3. **Who will the leads be validated by?**
   - [ ] Advertiser, [ ] Lead Supplier, [ ] Agreed Third party

4. **Has a lead rejection time period been agreed?**
   - [ ] Yes, [ ] No

5. **By what method will the leads be made available to the Advertiser?**
   - [ ] Real-time data transfer, [ ] Batch Delivery, [ ] Batch Collection, [ ] Other

6. **If “batch”, have you clarified the frequency and how you handle receipt confirmations?**
   - [ ] Yes, [ ] No

7. **Will the Lead Supplier give the Advertiser the source/origin of the leads**
   (E.g. site URLs, the name of email lists where leads where generated, etc.)?
   - [ ] Yes, [ ] No

8. **By what means will the Lead Supplier generate leads?**
   - [ ] Email, [ ] Display [ ] Text Links, [ ] Search, [ ] Social Media, [ ] Co-registration, [ ] Other

*This document can be included as part of any Lead Generation purchase agreement as recommended by the IAB Online Lead Generation Council ©2011*
**WHY DO PEOPLE USE SOCIAL NETWORKS?**

**SPEND TIME**
Users are in a *casual mindset*, often just passing the time.
- Socialize
- Stay in Touch
- Be Entertained
- Kill Time

**INVEST TIME**
In this *purposeful mindset*, users invest time to improve themselves and their future.
- Maintain Professional Identity
- Make Useful Contacts
- Search for Opportunities
- Stay in Touch

**BENEFITS OF NETWORKING**
- Collective Voice
- Shared Experiences
- Adapt to Changing Conditions
- Strength
- Open up Access
- Info / Advice
- Collaborations
- Referrals
- Best Practice
- New Ideas
- Sharing Resources
- Outward Looking
- Reduce Isolation
- Exchange Information
CLOSING MORE SALES ONLINE

eCommerce is Making Face-to-Face Selling Obsolete?

Have you asked yourself how you can increase the conversion percentages on your ecommerce website in the absence of a face-to-face sales representation for your company? We know that a live salesperson can close a much higher percentage of buyers than a ecommerce website. However, if your company is anything like mine, getting a salesperson to work 24-hours a day is tough. So to capture your share of the $150 billion spent a year on ecommerce, let’s explore how to use a series of Tools of Influence that the online marketer can incorporate into their website to generate sales conversions. Excellent closing ratios create the revenue which is the lifeblood of any company.

Sales professionals know that certain laws of influence exist in modifying the buying behavior of customers. The trick... in online selling... is how to leverage these techniques of Influence when you are not face to face with your buyer. Here are four ideas that will help influence buying decisions when you are relying on your website to close sales.

1. **Create Urgency:** One of the most reliable tools of influence in closing sales is to create urgency. We all know that if a buyer puts off a buying decision, the opportunity to close the sale is typically lost for good. One idea is to offer limited time incentives to make a buying decision. For example, offer free shipping “today only”, which is a great method of helping people overcome the perceived cost difference in buying online. Another good motivator is free installation if an item is purchased online, as this helps close the perceived gap of getting good customer service in the absence of face to face contact. When presented with limited time offers, the consumer has an unconscious fear of loss that is proven to be a powerful purchase motive.

2. **Authority:** authority figures in our society plays an important role in influencing behavior. It is no secret that certain professions and industries use uniforms to communicate authority. There are several fascinating studies on human compliance behavior when under the direction of authority figures wearing uniforms like white lab coats. In sales, the successful salespeople know the edge that a well-tailored suit, crisp shirts and polished shoes can accomplish when making sales calls. The question is “how can you leverage this authority online?” One technique used to communicate “authority” includes publishing photos, articles and videos of well-respected authorities within their industry to create an authoritative air to their websites ...note that many authors are more than happy to lend their image and articles...
for the purpose of public relations, which helps them raise visibility of their books. Don’t be shy about asking...you will be surprised at how receptive some authority figures can be.

3. **Limited-Time Gift-with-Purchase** – sometimes a personal motive can have a stronger impact on a buying decision than tools like price, free shipping or payment terms. The beauty of using a website to promote a free gift-with-purchase is that it is like hiring a silent salesperson, who works for you 24-hours per day, who never takes a sick day, and never takes a personal day to hit the golf course. Pick a free gift that inspires your buyers. If you know your customers love to golf or fish, pick a gift that relates to their personal interests, versus their business interests. I met a couple salespeople at a local coffee shop who sell network storage hardware to the world’s biggest technology companies. They were talking about a fly fishing trip they took to Alaska with some clients and the 26” rainbow trout they caught. You better bet that custom tied flies would be a powerful incentive to place a purchase order, versus free shipping on their next purchase order of computers.

4. **Referrals**: we all know that the best leads to acquire are those referred from within your network. In fact, can you guess what marketers are taught is the #1 most effective form of advertising? Yup, you guessed it...word of mouth advertising. A warm lead is almost always one of the most closeable leads you can get. Use your website to let your prospects tell their colleagues about you and what you can do for them. This can be in the form of a Tell-a-Friend tool set-up on your website that enables visitors to email a web link to their colleagues. Some marketers even offer incentive items to their customers for referring new prospects. If you automate this system once, then you can create an evergreen source of new referrals to keep your pipeline full.

5. Of course, there are some closing techniques that are more applicable to the Web than others -- but I'll show you magical closing secrets that can dramatically increase your web sales, and rapidly increase your online income. This works best on direct response websites - i.e., those that focus on getting an immediate response in the form of an order or lead.

Before we get started, I must emphasize that much of the sale is made in the presentation. The close is largely determined by how well you've presented the product to the prospect. Your objective, then, is to take the prospect smoothly past the point of closing, making it easy for him or her to come to a buying decision. You can accomplish this with the strategic use of questions.
The All-Important Opening Question

When you're selling online, you don't have the benefit of interacting with your prospect the way you would in face-to-face selling. Therefore, the first thing you say in your web copy has to be something that breaks preoccupation, grabs attention, and points to the result or benefit of the your product.

At any given moment, your prospect's mind is preoccupied with dozens of things. Therefore, a well-crafted question will cause the prospect's thinking to be directed to what you have to say.

Your opening question must be aimed at something that is relevant and important, and at something that your prospect needs or wants. What do sales managers, for instance, sit around and think about all day long? Increasing sales! Therefore, if your target market consists of sales managers, here's an example of a question you can use as a headline or as the first part of your copy: "How would you like to see a method that would enable you to increase your sales by 20% to 30% over the next 12 months?"

When you ask such a question, the first thing that pops into the mind of the prospect should be, "What is it?" - whereupon you've captured his or her attention, and you can then begin to articulate how your product or service can solve the need posed by the question.

Plan your opening question carefully. If your opening question fails to break your prospect's preoccupation and grab his attention, he will click away before giving you the opportunity to present your product or service.

Questions That Keep Them Involved

Questions are equally vital during the presentation, i.e., in the body of your web copy, for clearly explaining how your product or service solves your prospect's problem in an easy, fast, or cost-effective way. Therefore, install questions within your sales copy that capture attention. Keep your prospect involved, and keep his mind from wandering off in a different direction by using intriguing questions that grab his lapels and jerk him toward you. For the length of time that it takes a prospect to answer a question in his mind, you have his total attention. The prospect is drawn more and more into the sales process as your questioning proceeds. If your
questions are logical, orderly and sequential, you can lead the prospect forward toward the inevitable conclusion to purchase your product or service.

Tip: Never say something if you can ask it instead! Think of how you can phrase your key selling points as questions. The person who asks questions has control!

**Closing Questions that Presume the Sale**

Just as questions are important at the beginning and the body of your web copy, they are even more vital at the end in gaining a commitment to action.

The key to asking a closing question is confident expectation. You must skillfully craft your question to convey that you confidently expect the prospect to say, "Yes" or to agree to the sale.

For example, you can pose the following question in your web copy: "When would you like to start using <NAME OF YOUR PRODUCT HERE> to multiply your profits?" In other words, you don't ask if they want to buy your product, but when. This way, you're asking for the sale expectantly, and the more confidently you expect to sell, the more likely it is that you will sell.

Tip: In crafting your closing question, include the benefit that your prospect will get from your product. When you ask a compelling closing question, you diffuse the tension that normally creeps up on your prospect at the "moment of truth." A prospect's tension leads to the hesitance that kills so many sales - both online and offline.

Here are five tips that should help your sales team adjust to the new sales environment and enable them to close sales in the virtual space:

1) **Familiarize yourself with the latest technologies.** It takes just one online search to see how many types of applications exist to help you perfect your online sale. Take some time to play the part of the explorer to see if you find anything that can help. Who knows, perhaps you can alert your director of sales to something that could help the whole team. You'd help everybody beat his quota.

2) **Become a superlative listener.** You may not be able to see your online prospect, and you certainly won't be able to read his body language as if you were in the same office. Therefore you must concentrate on refining your listening skills, because you will need to learn to pick up on certain subtleties in the tone of voice when your prospect asks questions or responds to one. Don’t jump the gun and start formulating answers before you hear out your prospect. You can gain great insight to his real needs while also differentiating the customer experience that you are providing. When
potential clients get a true sense that they’re being heard, they will let their guard down. I know it’s tough, but resist the temptation to jump too quickly into your show and tell.

3) **Understand your strengths and weaknesses in this new environment.** Virtual demos equal the playing field in a lot of ways for salespeople. It certainly helps those salespeople who would normally lack confidence because they never felt that they “looked the part” of a successful salesperson; this new medium allows them to sell with the confidence of a Donald Trump. If you have a face for radio and a velvet voice, then the online/virtual space may be your perfect venue. It lets you focus your prospect’s attention on the services/products that you are selling, not on your choice of slacks.

4) **Don’t force a face-to-face meeting if your prospect prefers to meet online.** I could not believe how quickly the salespeople bypassed my request. I was wondering if they even heard it, so I made sure to mention it again. I was greeted with the same response: “What time would you like me to come over?” Scheduling a face-to-face always requires more coordination, and people are busy these days. It’s much easier for us to jump into an online meeting than to entertain vendors in our office. You may think that visiting a client shows how much you care about his business, but the buyer knows that the same goal can be accomplished online. Insisting on a face-to-face could be perceived as applying unnecessary pressure.

5) **Put your money where your mouth is in the ultimate show of confidence.** If you contend that your application is easy to use, then don’t hesitate to demo it online. Make the online demo your first option. Explain to your prospect that by doing a virtual demo you’re saving him time. You’ll showcase how great your application is, and you’ll give the buyer a little extra confidence, as he’ll be learning the new application without anybody leaning over their shoulder—and we all hate the shoulder hanger!

The Internet has changed business and personal dynamics in ways that could never have been imagined. It is your job to keep up and to perform well in the new sales environment, wherever that may be. We’re already starting to use virtual worlds such as Second Life to sell products and services. So adapt or perish.

To be truly persuasive in the selling process, learn to use questions judiciously throughout your web copy. Instead of trying to overwhelm your prospects with reasons and rationales for doing what you want them to do, ask strategic questions instead. When you take the time to plan the wording of your questions, your prospect will become more interested in your product -- and consequently, you will make more sales. I believe the ultimate aim in ecommerce marketing is to set a plan in motion to make money while you sleep. With a little creative thinking into your conversion strategy, applying these Tools of Influence will have a direct impact on your bottom line results. Nothing beats waking-up in the morning to a fresh cup of coffee and seeing orders roll-in from the previous evening. Good selling!
DREAMS Don't Work Unless YOU Do.

You don't always get what you wish for, but you get what you work for.

GOOD THINGS COME TO THOSE WHO WORK THEIRasses off and never give up.
REAWAKENING YOUR PASSION FOR WORK

DO THE WORK, GENERATE THE NUMBERS, BE PATIENT, BE KIND, BE COMPASSIONATE

GO FROM POVERTY MENTALITY TO PROSPERITY MENTALITY

http://indavideo.hu/video/Poverty_to_Prosperity_Thinking

You Will Make Abundance
If You Think You Can't
You Can't
AS YOU THINK
YOU ARE

 Desire 'Duboinet

How would your life be different if you stopped validating your Poverty mentality? Let today be the day you shake off your self-defeating drama and embrace your innate ability to recover and achieve.