

Powerful Methods to Boost Your Leads, Sales And Profits

Priceless Marketing Truths...

Going Back To Basics To Drive Sales Up And Up!

What if you could discover key marketing techniques that have made sales letters pull fantastic responses, and feel totally confident you could make it work for you too? What if you knew exactly how to write headlines that grab attention and don't let go, and better yet, sell products fast and easy?

There are universal fundamentals that can be applied to marketing your business. These have been distilled down to key rules that people just like you can pick up, use and achieve considerable sales success as a result.

So, let's have a look at some of these marketing 'truths' to help you make your biggest business goals a reality. These are pure marketing gold. Apply them and you'll be well on your way to getting big customer response and making big money in the world of business and marketing.

Gold Marketing Principle 1: Long Copy Outsell Short Copy

It is a basic fact: The more words you use and the more of the story you tell, the more likely you are to sell a prospect successfully. A 6-page sales letter almost always outsells a 4-page letter. A full sheet of paper almost always outsells a postcard. A 30-minute

infomercial will outsell a 30 to 60 second advert by an outstanding degree.

Why is this? Because people need all the relevant information to make informed buying decisions. They need to have every possible question answered. They need to be sold in a repetitive fashion and thoroughly. When a person no longer has any unknowns to be afraid of, and they understand all the ways they will benefit if they buy, they will buy. The more words, space and time you have to tell the full story, the better you can get the job done, and the more successful you'll be.

This does not mean the smaller, shorter, less detailed marketing vehicles do not have their place. Use a classified to intrigue and direct your prospect to requesting more information. If you try to make a sale directly with a classified ad, you are asking that little ad to do a lot of heavy lifting it probably cannot handle. It is kind of like expecting a small car to win the Grand Prix. It is the wrong tool for the job. Rather, it is better to use the small car to drive to the racetrack, where you then get into your massive powerful vehicle to run and win the race! A postcard sent through the mail is a superb way to entice prospects into asking for your full-blown package, which will get the real selling done.

So, remember, long copy outsells short copy! Do what you need to do to tell the whole story, answer all questions, cover everything thoroughly, and you'll get the

results you have to have to

Gold Marketing Principle 2: Avoid Glittering Generalities

make money and make sales!

When you make superlative, grandiose, and general statements, they mean nothing and sell nothing. Here are some examples: "The Best Deal in Town!", "A Great Product and a Fantastic Price!", "Super High Quality", "Quality And Service."

People have heard these claims so many times, they are all but invisible. They put people to sleep. They trigger nothing in the brain. The cure for glittering generalities is to get specific. Give prospects an exact idea of what you are offering. "You lose 18 pounds in 36 Days, Or Your Money Back", "Fuel Additive Increases Your Driving Time by 44%!", "Car Insurance up to 16%

Cheaper than Your Current Policy Guaranteed!"

Now you are giving something people can see, hear and think about. When you give people exact information, they are





Prospects need to be pitched two, three, four or even 5 times before they decide to buy...

To Help You Implement Gold Marketing Principles Into Your Business, Call me on 0422420538

Show Me

Gold Marketing Principle 3 The Law Of Repetition

The vast majority of first-time sales people take one shot at a prospect and then give up to find another prospect to sell to. When budding marketers send out their first mail of a sales letter and get poor results, they give up. Or, they run an ad once and never try it again if it does not work.

This is a tragedy!

Experienced marketers know that first-time contacts are almost always the poorest in terms of positive response. The fact is, prospects need to be pitched two, three, four or even five times before they decide to buy. Never send a sales letter without having a second mailer ready to go a week or two later, and a third one after that, and even a fourth if response is still not adequate.

You can't really judge how well an ad works if it runs only once.

That's just not a proper test. It is a well-known fact that an ad may have to run three to six times in the same place before people really 'see' it.

A college friend instructor was hired by a publishing company to write a college textbook. This is the formula they wanted him to use in writing the book:

- Tell them what you are going to tell them
- Tell them
- Then tell them what you told them.

Why this formula? Because experienced educators know that students learn best when difficult concepts are hammered into their brains by repetition! Some studies show that a student must confront a concept up to eight times before they absorb it and really learn it! Much of the same is true in marketing.





Does It Cost More To Repeat?
Absolutely not! It costs less to conduct repetitive marketing tactics because you make more money when your effort starts clicking. If you run an ad once and it bombs, you've lost that money for good, unless you try again! That's expensive! This does not mean you shouldn't try a different approach- but you have to keep hitting away until you break through.

Gold Marketing Principle 4 A Sales Letter must Look Like a Letter

They are called sales LETTERS for a good reason. They are supposed to be a letter. They are not a brochure, an advertisement or anything else. The best marketing tools are those that don't look like marketing tools. The more your letter looks like a friendly, helpful message from a friend, the more access you gain to the mind of the prospect.

Yes, a sales letter has some aspects that an ordinary letter does not, such as the HEADLINE. Sales letters are also more effective if key phrases are underlined. It's even better to underline using a red pen. But these attributes work best when they are understated and subtle. A great sales letter is never complete without a P.S. and a super easy-to-use order form.

Make your sales letter look like a letter that comes from a friend. The results will speak for themselves.

What is your favorite customer story?

If you don't have one, do something that people will talk about...

Gold Marketing Principle 5 Customers Come First

You would have heard that customers come first over and over again. And it should be stressed once AGAIN. It is key!

Too many entrepreneurs focus on making sales, sales, and sales. But what they should be focusing on is making customers, customers, and customers! Because when you concentrate on customers, the sales take care of themselves.

What are we talking about here? It is not rocket science, It is the common sense idea that if you strive to make people happy, they'll buy from you, and better yet, they'll keep buying from you.

When you bend over backwards to guarantee customer satisfaction- the payback is absolutely enormous. A happy customer will go out of their way to buy

from you again.

Happy customers ignite positive word of mouth campaigns about your business. This creates more business and more sales. A customer is more than one sale- they are a potential string of sales that keep coming month after month.

Don't forget the lifetime value of each customer. That's the amount of money they will spend with you over a period of months or years.

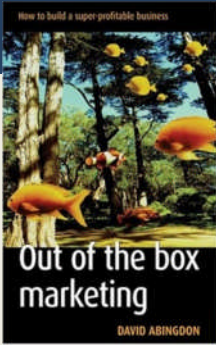
When you take the time to calculate how much a customer is worth to you based on repeat sales and future business, it makes perfect sense to keep that customer happy in the long term, and not be over concerned about that first sale.

So, what's next for YOU and your BUSINESS?

Talk To Me For A Roadmap To Success...

Call me on 0422420538

Out Of The Box Marketing By David Abingdon



For more Gold Marketing Principles, ask me for a copy of **'Out of the Box Marketing'**. It is exactly what the title suggests... Imaginative marketing and business strategies that will earn you healthy profits and leave your competition at the starting gate. It is packed full of business tips and insight!

David Abingdon, CEO of the Alchemy Network, has grown 3 businesses from zero to multi-million dollar ventures. He shares the techniques and trade secrets that got him there.

Area 8 Business Solutions Australia
Email:
area8businesssolutions@gmail.com

The Alchemy Network
Offices in the UK, Australia, Austria,
Germany, Sweden, Switzerland, US and
France.



GET MORE LEADS, CUSTOMERS & PROFITS INTO YOUR BUSINESS AT LOW COST...

"I help you build your business into the business you've always dreamt of owning."

Over the years, the principles that are at the foundation of The Alchemy Network business building and development systems have been used to deliver BIG profits for small, medium and large businesses - businesses just like yours.

The Alchemy Network has refined and systemised these principles into a series of dynamic business building processes to meet the challenges facing businesses large and small. We work smart, in a systematic fashion and systemise what works.

Find out how I can help you:

- Drive a tribe of hungry customers to your business,
- Craft and use powerful and irresistible marketing strategies to drive your sales through the roof,
- Counter competitor price-cutting without reducing your margins,
- Keep customers coming back again and again to your business,
- Uncover and profit from the hidden assets to be found in your business,
- Quickly, simply and effectively increase sales to your current customers by 10%, 35% and even 90% or more,
- Create passionate and undying customer loyalty to permanently keep your competitors out,

- Find, acquire, keep and motivate superstar salespeople and employees,

- Enjoy greater success by speedily building a business that is highly profitable and will run itself,

- Make your business recession proof in 30 days or less,

- Get and use testimonials to dramatically boost your sales,

- Price test to get maximum profit from every sale you make,

- Double, triple, even quadruple your sales conversion rate.

And you'll finally secure your financial freedom....

I won't cost you a fortune...

I work largely by accepting a percentage of the increase in profits that I create for your business. So, as you can imagine, **I am highly motivated to make sure that your profits soar.**

Call me now to implement success strategies that are guaranteed to bring you massive and sustainable results!

Ron Barton
0422420538

Or check out our business growth website:

www.Alchemy-Network.com.au
www.Alchemy-Network.com
www.Alchemy-Network.ch