

5 SURE FIRE SELLING TIPS

Forget about the “you” that is your company and write to the “you” that is your customer – and then make them an offer that they can’t refuse.

1. Don’t write copy that’s centered on your company, your products, or your achievements. Write it with the customer in mind. Use lots of “you” in the text so that the customer or reader is the focus of your writing.
2. Make an offer. Presenting a product for sale is often not enough. Make them an offer that they can’t refuse. Offer free shipping for the day. Cross promote another product that compliments the one being sold. Give people a reason to click or say yes... now!
3. Keep your layouts simple. If you’re selling online, don’t use too many "bells and whistles" from the HTML editor – go lean and clean. This also applies to print layout.
4. Offer free information. Educate your customers when you can – this will separate you from the competition.
5. Collect testimonials from satisfied customers and put them in your advertising and product descriptions.