

Increase Your Sales And Profits Today With These Top Marketing Tips

- And Also Get Your Profits Working For You



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To my Family and Mentors



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Introduction

Whether you are an established business or just starting out, it is often the smallest of changes that can make a big difference to any business. A business can go from struggling along to potentially doing great by simply introducing a few small changes in the right areas.

To help you, the following top marketing and business tips used by top marketing experts around the world have been put together to inspire you to start testing out some of them to improve your business. They have been put together so that they are easy to read and implement by explaining the tip, giving you examples, and also giving you a takeaway for each tip.

The majority of these tips can be used in both traditional and online businesses and some are specific to online businesses only. But also consider how a traditional business's sales might be increased by introducing online marketing, advertising and/or sales capabilities.

Please don't let these tips overwhelm you, you don't have to implement all of the tips, or at the same time. Treat this book as a reference book of tips that you can keep going back to. Often just putting a couple into action at a time can have dramatic positive effects on your business.

When you have built up a capital lump sum from your increased profits, see how you can then get those profits also working for your business, rather than having your profits just sitting in a bank earning little or no interest.

So read and enjoy this book and start taking action 'today' to increase your sales and profits and getting your profits to also work for your business.

1. Focus On The Benefits Of Your Product/Service

Become an expert in your niche and use your marketing to focus on the benefits of your product or service, instead of the features, it is the benefits that sell your product, not the features. For example, does a person buying an anti-ageing cream want to know that it contains the ingredient Q10 or that it visibly reduces wrinkles and makes them look younger? Think about how you can use the benefits your product provides in your marketing - you can still list the features, but link them to the benefit that the feature will give your customer.

For example, if you have a business selling a course teaching guitar lessons, you might have 3 main features that you could translate into benefits for your students:

Feature 1: Over 50 pages of guitar lessons

Benefit 1: Learn to play the guitar in under 3 hours!

Feature 2: Get training on how songs are made

Benefit 2: You'll be able to create your very own songs!

Feature 3: Practice on over a dozen songs with step by step instructions

Benefit 3: You'll be able to play over a dozen top songs in no time!

Each time, you emphasise what the student is actually getting out of the feature by explaining the end result that they'll receive from the feature.

Takeaway: In your marketing, look at how you can emphasize the benefits that customers receive from your service, as opposed to focusing on the features. You can still list the features, as they are important, especially with certain products, but link them to what the customers will get out of that feature. Why should the customer care about that feature - what end result does it deliver to them?