

HOW TO ADD POWER TO YOUR BUSINESS

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Many Internet Marketers spend a considerable amount of time and money promoting their businesses online. The fact is that many Internet Marketers are wasting their time, efforts and money by promoting without a plan and taking 'pot luck'. Then they wonder why their product isn't selling...

This report will bring your attention to marketing issues that should be recognized and show you how to increase your percentage of sales dramatically by using a live help support system.

To enable an increase in sales from your web sites, there is a need to be able to identify the issues that are making people leave your web site before purchasing the product. How do we do that? Wouldn't it be great to be able to stand at the doorway to your web site and ask each

person this question as they left your site? "Excuse me. Would you mind telling me why you didn't buy my product?"

Now some people actually do that on their web sites by utilising an exit popup window with questions and a feedback form. What an excellent idea. But it would depend how serious the person was about considering your product as to whether they would provide feedback.

Some of the issues that we could expect to be included in feedback from prospective customers would be:

- Too expensive...
- Couldn't find the product I was looking for...
- Doesn't have all the features I thought it would...
- Doesn't have a particular feature that I was after...
- Not sure if I should buy it or not... I can't decide...
- Not sure if it does everything that I want it to do...
- Does it really do all that it says it will? I want to speak to someone who's used it...
- The web site was too bright with tiny text that hurt my eyes!
- The purchase link didn't work... It displayed an error page.
- I don't have a PayPal account. Can I use an alternative payment method?

Once you know more about what your prospective customers are thinking, you are in a better position to make the necessary adjustments to your web site to rectify the issues.

Support

The situation for the prospective customer as they visit your web site could be something like this:

They are looking over your web site, possibly thinking some of the comments above and trying to find answers... They will look around your site for the answers and possibly send you an email or visit your FAQ page if you have one. But if they don't find the answer they need -- you know what they will do don't you? Yes, they will just click away in an instant... Probably unsatisfied too.

Are your prospective customers getting the answers they need from your web site, right then and there instantly when they are open and susceptible to purchasing your product? If you said "No", then you should seriously consider adding the power of a Live Support System to your web site.

You can download a fully functioning free trial here:

<http://www.InstaHelp.biz/?ref=evieb>

Consider what happens when you're shopping in a regular offline store and you're looking for something that you can't quite seem to find. What do you do? You find a sales assistant and say, "Excuse me. I'm looking for a pink and green spotted blouse but I can't find one anywhere! You only seem to have pink and white spotted blouses... Do you know where I can find one please?"

Why not give your online customers the very same courtesy and assistance in real-time? Did you know that you can, even if you don't have your own web site?

InstaHelp

InstaHelp is a state-of-the-art live support system that you can plug into all of your web sites and monitor from one control panel. Your prospective customers can see that you are online by the graphic that is prominently displayed on your web site and they know they can click on it when they need assistance. InstaHelp brings you much closer to your customers than you've ever been before. You can turn yourself into a virtual customer service assistant on the web sites that you promote.

InstaHelp boasts 23 EXTRA features that no other support system offers right now. See the full range of features compared to other products here:

<http://www.instahelp.biz/webmastersolution.html/?ref=evieb>

Results

So what kind of results can you expect as a business owner or webmaster when you install the InstaHelp support system on your web sites? Or if you are an affiliate without your own web site and you use InstaHelp? Simply put, you can expect the results to be dramatic. How do you know? By working out the new percentage of sales in your ad campaigns and comparing them to the old percentage.

If you are online a good deal of the time, and your status is set to online, you will be notified by an audible alarm when someone is visiting any of your web sites and you can watch as they browse from page to page on your site. You can pro-actively engage them in conversation and answer any questions that they might have prior to purchasing -- and usually they do. That is the crux of the matter. Solving those unanswered questions that made people leave your site before.

But that's all in the past now. You have a new power tool to download and try out for yourself.

Download a InstaHelp here: <http://www.Instahelp.biz/?ref=evieb>

Once you try InstaHelp, you won't be able to function properly without it. See how it can increase your percentage of sales in the future.

About the Author: Eva Browne-Paterson publishes EvieB's New-Z and lives in Australia. She has been marketing online for over ten years and provides her subscribers with free and low cost marketing solutions. <http://www.evieb.com>. Eva uses InstaHelp on all her web sites and believes in the product that much, that she became a partner in the Company. "I knew from experience before that online help is an excellent sales tool. People were always contacting me from my sales page and asking what the next available ad date was. I would often make a sale after chatting with them and frequently give them a discount to boot! So you never know what will happen when you ask an operator for assistance. Using InstaHelp has only enhanced that experience completely for me AND my customers."