

HOW TO GROW YOUR SALES AND PROFITS IN 4 EASY STEPS

Step 1



Attract More New Customers - Create A Lead Capture Page That Converts More Of Your Visitors Into Subscribers

The more email subscribers you have, the more sales you are going to make. If you aren't getting 25% to 50% of your website visitors joining your list, you are leaving a fortune on the table. Build dedicated landing, confirmation and thank you pages and you'll see higher optins and more leads. The guys at LeadPages show you how to do this. [Learn more about how to use LeadPages here.](#)

Step 2



Make More Backend Sales - Use An Autoresponder To Follow Up With Your Prospects And Customers And Make More Sales

The cost of a good autoresponder service is insignificant when compared to the amount of profit you can make on the backend by sending regular messages and promotions to your readers by email. The easiest way to do this is to plan out a sequence of messages that highlight the biggest problems your readers have, and then show how your product or service helps to solve them. Your sequence should highlight a problem one day, and the solution the next. This is great for making sales by helping people understand the problem, and helping them to fix it. [Click here to learn more.](#)

Step 3



Increase The Average Order Size - The Easiest Way Is To Create An Up-sell & Cross-Sell Funnel For Every Promotion You Do

Now that you are capturing more subscribers and you are making money on the backend with a series of follow up messages, the easiest way to increase your average order size is to incorporate up-sells and cross-sells into each promotion you do. That way whenever somebody orders the front end product you promote through your email sequence, they'll have the opportunity to buy one or more related products or services from you at an advantages price or on better terms than they could normally get. You'll find that around 30% of the people who order your front end product will also order the up-sell or cross-sell if you offer it.

Step 4



Team Up With Other Local Business Owners And Promote Each Other's Products And Services So That Everyone Wins

Now that you have your lead capture pages, autoresponder sequence and up-sell and cross-sell funnel ready to go, it's time to start putting your marketing on steroids by working with other local business owners and cross promoting each other. To learn exactly how to get started with one of these co-operative arrangements where everybody wins, [download this Free Guide.](#)

I really hope you've found this Quick Start Guide helpful. If you want to know how to apply what we've talked about here, [check out my website.](#)