



# 101

**CLOSING TECHNIQUES**  
TO HELP BUYERS SAY

# YES



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## Table Of Contents

Copyright Notice	1
Why spend time learning top closing techniques?	5
You have to be good at closing. Your business depends on it.	6
Fear of Objection!	7
Sales as Service	9
Closing Techniques Help You Help the Prospect...Faster!	10
Top Closing Techniques to Make More Sales!	12
Additional Closing Techniques to Put in Your Bag of Tools	13
In any business, you'll need the right tools to help.	18
Simple Niche Domains	19
Hosting	19
Aweber	20
MailChimp	20
ConstantContact	20
GetResponse	21
LeadPages®	21
Instapage	22
Unbounce	22
OptinMonster	22
SumoMe	23
Popupally	23
Wishpond	24
JustUno	24
Instagram for Business	24
Buzzstream	25
MeetEdgar	25
VideoMakerFX	25
Canva	26
Big Stock Photo	26
Pixabay	26
BleuPage Pro	27
Postblazer	28

# Why spend time learning top closing techniques?

Unfortunately, the selling gene is missing from many business people.

You can always tell which ones too.

They fill the Facebook groups and masterminds with complaints like, “Why aren’t people buying my stuff?!”

There are many reasons for that, but the biggest one is not understanding the importance of a “Close” – a technique that helps the prospect make a decision.

Let’s be perfectly clear about something from the beginning:

Closing techniques are NOT about extracting money from prospects who don’t need or want what you’re selling.

That’s unethical and probably immoral.

Closing techniques ARE about helping people solve problems with a solution you’re offering IF it’s right for their situation.

If you have a \$10,000 solution to a problem that someone with \$50,000 in credit card debt is thinking about purchasing and you use one of these closing techniques to push them over the edge, well... remember: immoral and unethical.

But closing techniques can be a powerful tactic to help prospects take action on problems that they are desperately trying to solve.

That’s called providing a service.

And if your service really helps the prospect, you end up with a rabid fan base of buyers who will be loyal to you all day.

So, nudging people over the edge and solving their problems in a responsible way is a really good thing.

# You have to be good at closing. Your business depends on it.

You may be much more comfortable with some techniques than others. We all have favorites. And depending on your industry, some will work better than others.

That's why it's important to be familiar with many of the techniques. That's why we've compiled 101 Closing Techniques below.

But before we get to those, let's address the big reason for closing techniques:

### Objections.

Brian Tracy, arguably the finest sales trainer in the world, says,

*"The fact is that objections are good. Objections indicate interest. Successful sales have twice as many objections as unsuccessful sales."*

"THE FACT IS THAT  
OBJECTIONS ARE  
GOOD. OBJECTIONS  
INDICATE INTEREST.  
SUCCESSFUL SALES  
HAVE TWICE AS MANY  
OBJECTIONS AS  
UNSUCCESSFUL SALES."

~ Brian Tracy,  
Master Sales Trainer



Unfortunately, objections feel like rejection to a lot of folks who don't like to sell. And most are scared to death.

# Fear of Objection!

What is that fear of objections all about?

Think about it. If you have confidence that your solution will solve your prospect's problem, it's your duty to help them.

You may be confident in your solution, but your prospect may not. So, they voice an objection. Is your confidence unshakeable? Do you still believe in your solution even after they throw several objections your way?

If your confidence wains, or you didn't have any to begin with, then you'll never make the sale. And more importantly, you don't believe in your product.

No amount of sales training will help you be wildly successful until you remedy that problem.

You may sell a few units... but not enough to be comfortable.

But what if you believe whole-heartedly that your solution is the one that will help your prospect more than anything else they've seen or tried?

With unshakeable confidence in their product who sincerely wants to provide the best possible service to the prospect, even the non-salesperson with no sales training at all is going to make more sales and have a more loyal fan base than a huckster trying to make a buck.

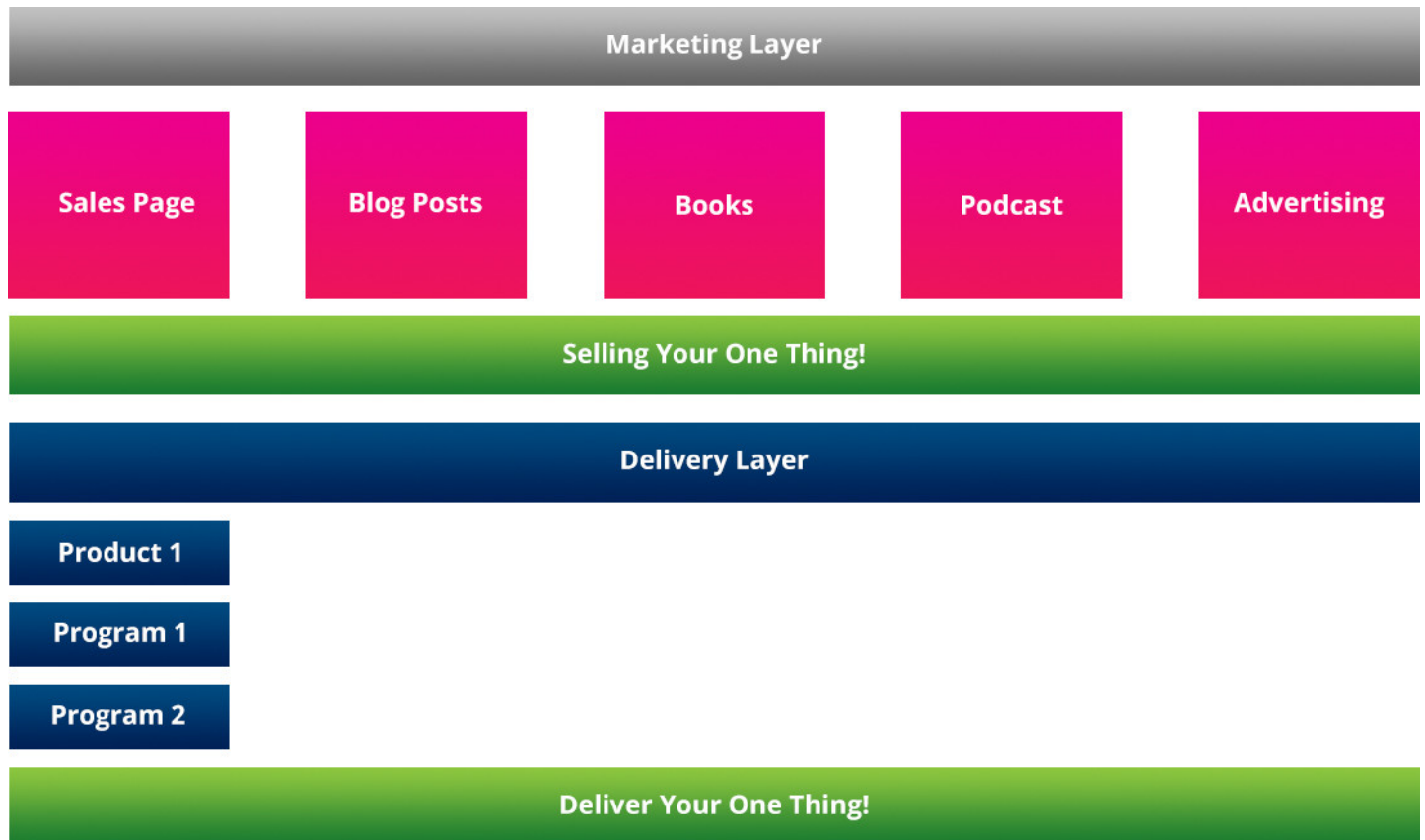
So, that's first. Make sure you love your product and have unshakeable faith in its ability to solve your prospect's issues.



# 101 Closing Techniques

Second, in the [MyNAMS Insiders Club](#) we have a system that teaches people to work from two perspectives on their business.

The Marketing Layer and the Delivery Layer.

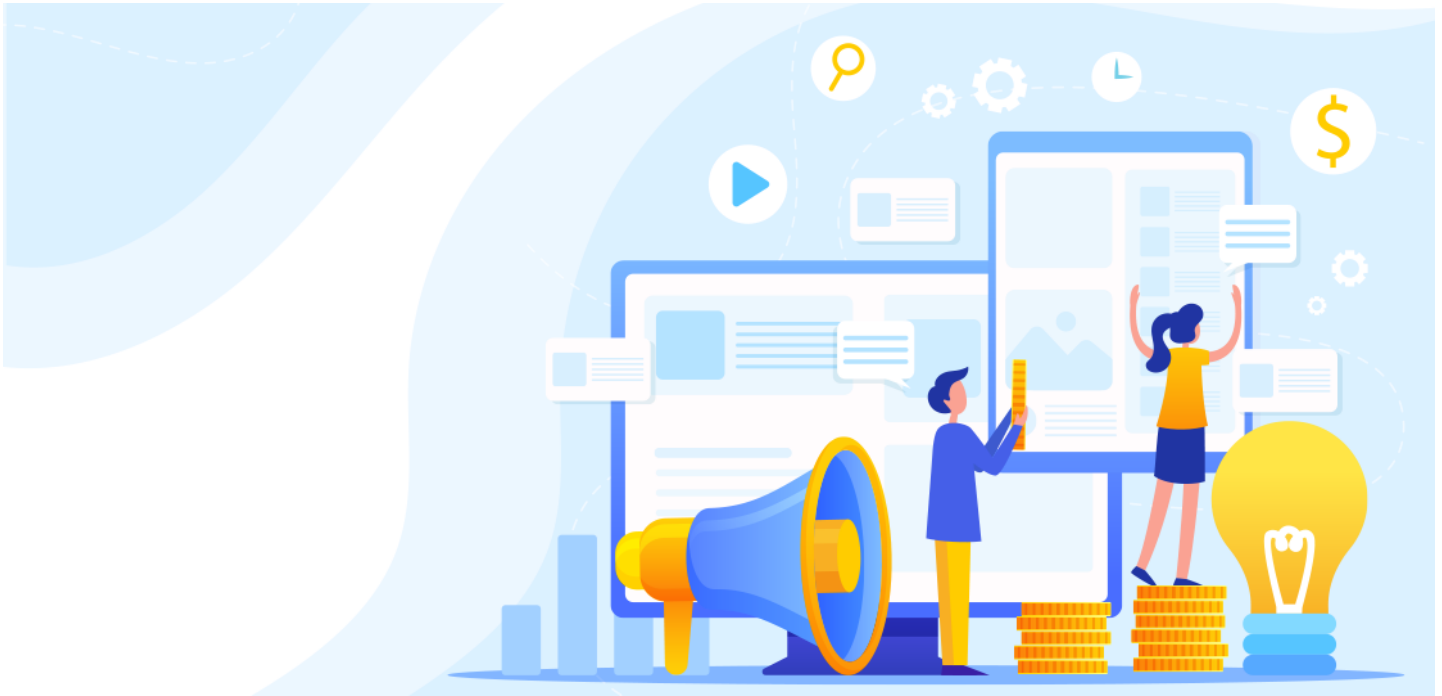


Most business people love to work in the Delivery layer of the business. This is where the product is developed, the logistics of delivery are created and the day-to-day operations are managed.

But it doesn't really bring in new customers.

The Marketing Layer is where we need to spend about 80% of our time marketing, selling, bringing in leads, creating conversion funnels and much more.

## Sales as Service



Service is the ultimate responsibility of a great sales person. And great service sets you apart from everyone else.

A mentor of mine once helped a client in Australia install a \$25 piece of software until it worked properly. It took him two days and he had to work with him in the middle of the night because he was in Florida.

I met the man at my mentor's seminar in Florida. The man flew many thousands of miles over 24 hours, spent thousands of dollars getting there, and paid more than a \$1,000 for the seminar and the hotel because my mentor served him well on a \$25 piece of software.

We salespeople have a duty (yes, I'm saying that again) to take care of our customers.

We fight for them and we advocate for them.

But first we have to close them so they can become a customer.

# Closing Techniques Help You Help the Prospect...Faster!

Remember, closing techniques are not sneaky tactics, but focused persuasion to help prospects take action on something they already want and need, and to move toward that solution.

Sometimes, they don't know it.

Sometimes, they're not ready.

But waiting only makes their situation worse. You know that. You have to make them aware of it by painting a picture of what it will be like IF they join you on the journey to change.

You can't do it for them, but you can help them see this is what they REALLY need to improve their life, business, health – whatever you're selling.

The right closing technique helps them take action, and hopefully implement the solution – your solution – to make the necessary changes.

Closing in sales letters – especially online – is much different than closing people in person.

We can't be face-to-face to establish the physical rapport. The rapid adoption of on-camera video sales letters by online business people is evidence of that.

So, we rely on closing techniques proven to work online and offline.

Below, we review the top 10 sales closing techniques used by the most successful online marketers followed by another 91 techniques that may work for you in your business. Many of them are being used online every day, especially in live or recorded webinar trainings.

## 101 Closing Techniques

One or all of these may work for you. You may think none of them will work because your niche is “special”.

Nonsense. I used to say that too.

The truth was simpler:

I was afraid to ask for the sale.

Read the section about confidence in your product again, and you’ll understand that a lot of that fear goes away with experience as long as you work, practice and stay focused on your goal.

My love of staying in business (which means making money) was greater than my fear of asking for a sale, so that’s finally gone. (If you’re in my community, you may have noticed that.)

Let’s review closing techniques those below.

# Top Closing Techniques to Make More Sales!

1. **Bracket Close** – Make three offers - with the target in the middle.

Single Site License Use On One Website You Own (Annual)	Multi-Site License Use On Unlimited Websites (Annual)	Developers (BEST VALUE) Unlimited Personal and Client Sites (Annual)
<b>ONLY \$37.00!</b>	<b>ONLY \$57.00!</b>	<b>ONLY \$97.00!</b>
<b>BUY NOW</b>	<b>BUY NOW</b>	<b>BUY NOW</b>
		

2. **Cost of Inaction Close** – How much are they losing in the future by not taking the solution today?

3. **Deadline Close** – Countdown timers and other deadlines drive urgency.

4. **Demonstration Close** - Show them the goods.

5. **Directive Close** – Step by step action the prospect should take to complete the sale.

6. **Emotion Close** – Trigger identified emotions.

7. **Exclusivity Close** – Not everyone can buy this.

8. **Money Talk Close**– Quantify the business problems and demonstrate how to save money with the solution.

9. **Take Away Close** – Take away some aspect of the offer if they don't accept now.

10. **Testimonial Close** – Use a happy customer to convince the new customer.



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Make Blogging Productive AND  
Profitable By Mastering a Few Key  
Practices

**SAVE AN EXTRA 20% -  
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14 : 40  
Minutes Seconds

# Additional Closing Techniques to Put in Your Bag of Tools



11. **Affordable Close**– Ensuring people can afford what you are selling.
12. **Alternative Close** – Alternative close provides them with other options when they show signs of discontent with the solution that is initially proposed.
13. **Artisan Close** – Show the skill of the designer.
14. **Ask-the-Manager Close** – Use manager as authority.
15. **Assumptive Close** – Act as though the prospect has already decided to go ahead with your solution.
16. **Authorization Close**– “If you’ll just authorize this, then we’ll get started right away...”
17. **Backward Close**– Ask for referrals first. Usually the last step in a sales process.
18. **Ben Franklin Close** – Ben Franklin is said to have made decisions based on 2 columns: pros and cons. Show the prospect more pros than cons.
19. **Best Time Close** – Emphasize how now is the best time to buy.
20. **Calculator Close** – Use calculator to do discount.
21. **Calendar Close** – Put it in the diary.
22. **Companion Close** – Sell to the person with them.
23. **Compliment Close** – Flatter them into submission.
24. **Columbo Close** – “Just one more thing...”
25. **Concession Close** – Give them a concession in exchange for the close.
26. **Conditional Close** – Link closure to resolving objections.
27. **Cost of Ownership Close** – Compare cost over time with competitors.
28. **Courtship Close** – Woo them to the close.

## 101 Closing Techniques

- 29. **Customer-care Close** – The Customer Care Manager calls later and re-opens the conversation.
- 30. **Daily Cost Close** – Reduce cost to daily amount.
- 31. **Diagram Close** – Draw a picture that draws them in.
- 32. **Direct Close** – After the process and customer knows the value, ask for the sale.
- 33. **Doubt Close** – Show you doubt the product and let them disagree.
- 34. **Dumbass Close** – The deal is so good that they would be a dumbass (selfdescribed, you never say this!) to not take you up on it.
- 35. **Economic Close** – Help them pay less for what they get.
- 36. **Embarrassment Close** – Make not buying embarrassing.
- 37. **Empathy Close** – Empathize with them, then sell to your new friend.
- 38. **Empty-offer Close** – Make them an empty offer that the sale fills.
- 39. **Extra Information Close** – Give them more info to tip them into closure.
- 40. **Feel, Felt, Found Close** – “I understand, I felt the same way, but this is what I’ve found...”
- 41. **Flip the Funnel Close** – Start with the highest-priced item in your funnel at the top, move to the second highest-price item to focus on more affordable item, but still at a higher-price than your lower-cost items.
- 42. **Free or \$1 Trial Close** – Test the product for a specific period of time before the regular price kicks in.

**7 DAY TRIAL**



JUST **\$1**

**TO GET STARTED  
FULL ACCESS**

**YES! GIVE ME MY 7-DAY \$1 TRIAL**

For Just A Single Dollar, You Can Get Access To **THE INSIDERS CLUB**  
In The Next 5 Minutes And Start Taking Your Marketing To The Next  
Level Today.

## 101 Closing Techniques

- 43. **Fire Sale Close** – Soiled goods, going cheap.
- 44. **Future Close** – Close on a future date.
- 45. **Give It a Try Close** – Disarmingly effective closing technique is "Why don't you just give it a try?"
- 46. **Give-Take Close** – Give something, then take it away.
- 47. **Golden Bridge Close** – Make the only option attractive.
- 48. **Good Reason Close** – Customer has objection and you respond with “you must have a good reason for say that. Can you tell me what it is?”
- 49. **Handover Close** – Someone else does the final close.
- 50. **Handshake Close** – Offer handshake to trigger automatic reciprocation.
- 51. **Hard Close** – Use this only when you have nothing to lose. The prospect either says yes or no, but you won't get a second chance.
- 52. **How Do You Mean Close** – To every objection, you can ask “How do you mean that?” and get them to talk with you about the objection
- 53. **Humor Close** – Relax them with humor.
- 54. **Hurry Close** – Go fast to stop them thinking too much.
- 55. **Impending Event Close** – Something is scheduled to happen. It's the best time to get the best deal.
- 56. **IQ Close** – Say how this is for intelligent people.
- 57. **Level with Me Close** – Customer wants to think about it. “Level with me. Have I failed to demonstrate...”?
- 58. **Minor Points Close** – Close first on the small things.
- 59. **Negotiated Close** – Great closing technique to use with prospects who like to haggle for every last ounce of value and challenge you at every turn.
- 60. **Never-the-best-time Close** – For customers who are delaying.
- 61. **No-hassle Close** – Make it as easy as possible.
- 62. **Now-or-never Close** – To hurry things up.



## 101 Closing Techniques

63. **Objection Close** – Once the prospect understands that the solution addresses all his objections, it's time to ask for the sale.
64. **Option Close** – “Would you like 5 or 7 of these today?”
65. **Ownership Close** – Act as if they own what you are selling.
66. **Pick a Date Close** – Ask the prospect which date would work best for them to receive the order.
67. **Porcupine Close** – Answer questions gently with a question. Customer asks, “Does it come in blue?” You say, “Would you like it in blue?” And the answer indicates a level of interest.
68. **Pressure Close** – The Pressure Close can be used in almost any situation in which an external factor that is out of the buyer's control can be used to exert pressure to buy. For example, a new regulation requires business owners to use your service.
69. **Price-Promise Close** – Promise to meet any other price.
70. **Puppy Close** – Acting cute to invoke sympathy and a nurturing response.
71. **Quality Close** – Sell on quality, not on price.
72. **Question Close** – Probing questions to create a desire to achieve what the solution offers.
73. **Rating Close** – Ask your lead to rate their level of interest in your solution on a scale of zero-to-ten.
74. **Rational Close** – Use logic and reason.
75. **Rebound Close** – Uses the opportunity of a buyer request (or even an objection) to force a commitment to get what you want and to move on to the next stage of the sale.
76. **Relationship Close** – Building a relationship with a customer is a sure way to not only close a sale but to create a long-term customer.



## 101 Closing Techniques

77. **Repetition Close** – Repeat a closing action several times.
78. **Requirements Close** – Write down what they want as a formal requirement.
79. **Retrial Close** – Go back to square one.
80. **Reversal Close** – Act as if you do not want them to buy the product.
81. **Save-the-world close:** – Buy now and help save the world. Great to go with charitable contribution if the prospect buys.
82. **Selective-deafness Close** – Respond only to what you want to hear.
83. **Shame Close** – Make not buying shameful.
84. **Shopping List Close** – Tick off list of their needs.
85. **Similarity Close** – Bond them to a person in a story.
86. **Solicit Objections Close** – “Is there any reason why... today?”
87. **Something for Nothing Close** – Throw something extra in at the last minute.
88. **Stack Close** – Show the “stack” of products that the prospect gets with the value so that they see it’s a no-brainer to take the bundle price – great on webinars.
89. **Standing-Room-Only Close** – Show how others are queuing up to buy.
90. **Suggestion Close** – This works when the customer views you as an expert and values your opinion.
91. **Summary Close** – Tell them all the things they are going to receive.
92. **Thermometer Close** – Keep taking the temperature as level of interest and when you close the gap, ask for the sale.
93. **Think About It Close** – Give them time to think about it.
94. **Treat Close** – Persuade them to 'give themselves a treat'.
95. **Trial Close** – “If we satisfy that requirement, would you be willing to commit your resources to making the deal go ahead by the end of this month?”
96. **Ultimatum Close** – Show negative consequences of not buying.
97. **Urgency Close** – Have to act now, because there are only XX left in stock, etc.
98. **Valuable Customer Close** – Offer them a special 'valued customer' deal.
99. **Visualize the Result Close** – Visualize the impact your solution could make
100. **Walk Away Close** – When you’re confident the prospect is nearly there, walk away and give them time to think, and sell themselves.
101. **Yes Close** – Used by speakers from the stage all the time as well as live webinar presenters, this is the technique for getting the audience used to saying “Yes”...

# In any business, you'll need the right tools to help.

These are a few of the most useful...

All prices listed with these resources may vary. These were the prices of the tools at the time of this writing. Please check each for yourself.



Not every tool is right for every person and every business. That's why all our community members share the good and bad about tools and training that they find. It's incredibly helpful to use the better judgement of people who have been down this path already.

## And the final word on tools:

Of course, you're going to need a lot of tools to set up your business including infrastructure, software, services, shortcuts and tools boost your business significantly—and immediately.

However, it's important to remember that all the resources in the world won't help... until you start taking those first steps and get building. Let's start with the absolute basics; then take a look at other proven cool tools.

## Simple Niche Domains



Register your new domains with all the power of GoDaddy and support of the NAMS system.

We've arranged special deals to get your .com domains for as little as \$10.99. Register for multiple years and save on your investment.

**Pricing:** Varies, but .com registrations are always \$10.99.

## Hosting

The MyNAMS.com website is huge with a ton of content, so we have demanding hosting needs. For a site as large as ours, we require personal support and lots of storage and bandwidth.

We've chosen [Liquid Web](#) our provider for their great support. If you have a larger site or need intensely personal support, check out [Liquid Web](#).

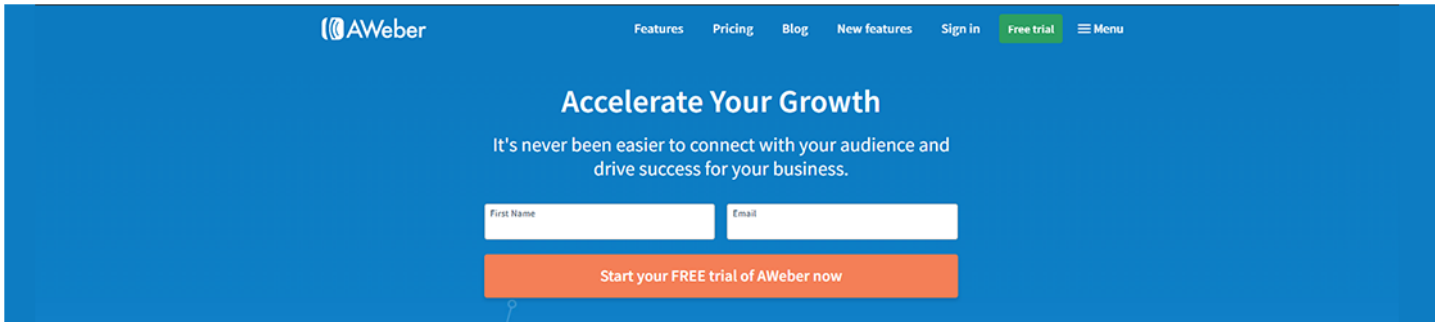
If you have a new site with very few pages and don't need a lot of bells and whistles, but are more interested in high quality combined with budget pricing, we suggest [A2Hosting](#).

Both will serve you well.

Pricing: [Liquid Web](#) \$99 USD for dedicated hosting

Pricing: [A2Hosting](#) starts at \$2.96 USD for shared hosting.

## Aweber



Aweber offers all the latest templates for everything from newsletters to web forms, mobile interaction and access, a drag-and-drop editor, up-to-date tutorials and top-notch customer support, all for the sum of less than \$20 per month. In addition to Live support, there is a vast Knowledgebase, free live webinars, and “tons” of blog articles you can search through.

**Pricing:** Starts at \$19 USD for up to 500 subscribers. 30-day free trial.

## MailChimp

Easy drag-and-drop “designer”, analytics, multiple mobile apps, integration with platforms such as WooCommerce and Salesforce. Also offers MailChimp Subscribe so you can capture tablet signups, and MailChimp Snap, so you can send “quick, photo-based emails” to your subscribers. (Note that full automation is not available until you upgrade to a paid program.)

**Pricing:** Free up to 2,000 subscribers and 1,200 emails per month.

## ConstantContact

Yet another well-established autoresponder option.

**Pricing:** Starts at \$20 USD per month (60-day free trial).

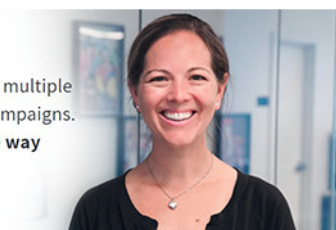
## GetResponse



**GetResponse**  
World's Easiest Email Marketing.

“

With GetResponse, I can work with multiple clients on their email marketing campaigns. It's an easy to use, cost-effective way to create emails for our clients.”



The third of three top autoresponders with excellent records and reputations. GetResponse is famous for allowing you to create landing pages and webinars within it, as well as having all the features you would expect in a professional-level autoresponder (including handy infographics and guides)—and instructions on migrating your list from Aweber.

**Pricing:** Starts at \$15 USD per month for up to 2,500 subscribers. 30-day free trial.

**Each of these autoresponders** practices exponential pricing. The formula also differs for each one, so that the most inexpensive when you start listbuilding will not necessarily be the most inexpensive as you grow, so to give you a better idea of where they will stack up once you start to collect serious numbers, here's a comparison at 2,501 subscribers:

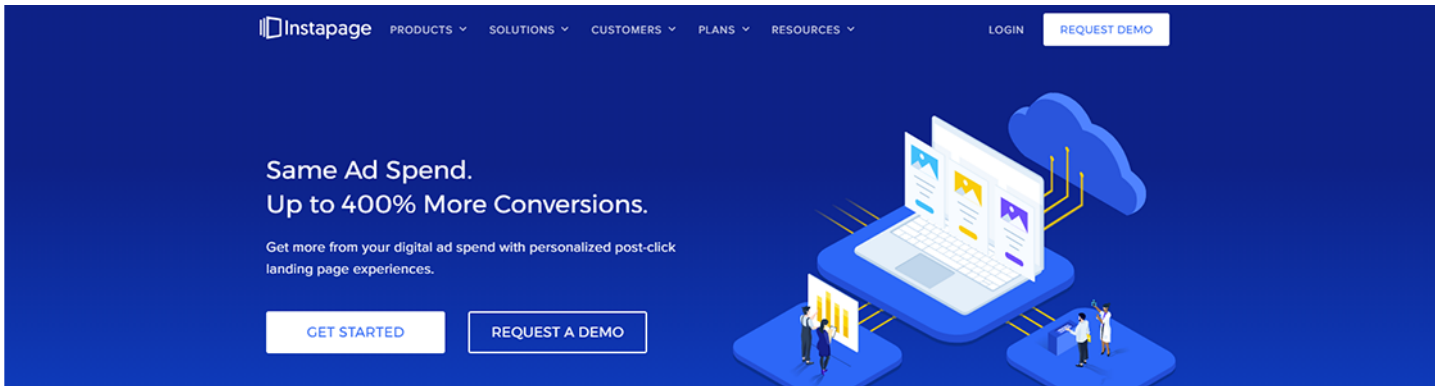
Aweber	MailChimp	GetResponse	ConstantContact
\$49 monthly	\$35 monthly	\$25 monthly	\$60 monthly

## LeadPages®

LeadPages® was voted the # 1 top list-building tool by sixty marketers during a survey done by [RobbieRichards.com](http://RobbieRichards.com). Dashboard-based system of easy, drag-and-drop templates—completely customizable without any web design or coding knowledge at all into powerful, graphically-gorgeous landing pages, thank you pages, sales pages and more.

**Pricing:** \$37 per month (\$25 USD, if paid annually)

## Instapage



Simpler and less expensive alternative to LeadPages®. Great alternative for those who are not tech-savvy; or who don't want to create multitudes of landing pages. Templates are top-quality and mobile-responsive. (Upgrade for A/B split testing and integration with commercial platforms like Infusionsoft.)

**Pricing:** Starts at \$149 (paid annually) at 14-day trial.

## Unbounce

Another popular LeadPages® alternative. Includes templates with video backgrounds, as well as lightbox templates.

**Pricing:** Starts at \$99 at 14-day trial.

## OptinMonster

Contains a monster selection of templates and options for building powerful web forms and pop-ups of all types. And its 2.18 second load time beats SumoMe's 3.33 seconds.

**Pricing:** Starts at \$10/month paid annually.

## SumoMe

Suite of list-building tools (though SumoMe itself states “not tools. Solutions”) that includes pop-ups, “smart bars” that stay at the top of your landing page screen containing your call to action and a “welcome mat”—a landing page with one call to action that appears when people land on your site. 100% mobile responsive, A/B split testing, .GIF and video-friendly.

**Pricing:** Free for one single site. Paid plans start at \$39 USD per month (paid annually). Free 14-day trial

## Popupally



(Formerly PopUp Ally.) A “more polite” pop-up web form that you can customize—including deciding on exactly when it should appear in your visitor’s browsing experience.

**Pricing:** Starts at \$99/year with 30-day moneyback guarantee.

### Wishpond

Create contests, landing pages, forms and promotions. A/B split testing. Automate your marketing and lead management.

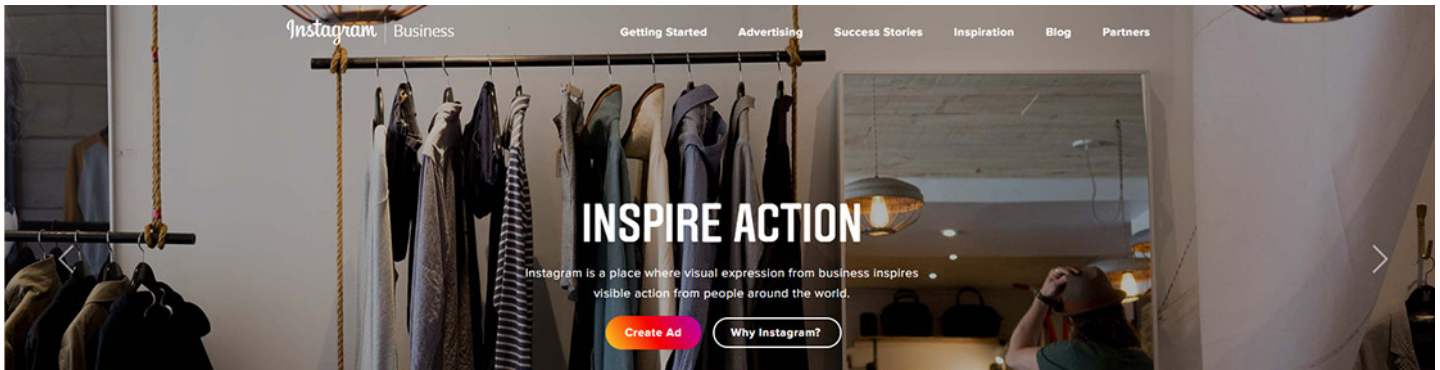
**Pricing:** \$49 USD per month (paid annually). 14-day free trial.

### JustUno

Pop-up creator that allows you to do things like create exit offers, use promo codes and install discount buttons, as well as create advanced forms, use mobile integration, verify ages and run unlimited promotions.

**Pricing:** Starts at \$25/mo billed annually (\$29 if monthly). 14-day free trial.

## Instagram for Business



Increase engagement with Instagram for Business, using photographs to reinforce your brand and your story. Catch the eyes of your ideal subscribers with your own unique photographs.

Allows you to promote your posts directly from Instagram and offers powerful business Insights. Set up Instagram advertising right from Instagram for Business.

### Buzzstream

This powerful tool helps you target ideal connections and grow your influence. “Research influencers, manage your relationships, and conduct outreach that’s personalized and efficient.”

Features include: The Buzzmarker Chrome extension, outreach templates, email tracking, email performance reports, link monitoring, Twitter conversation tracking and more.

**Pricing:** Starts at \$24 USD per month. 14-day free trial.

### MeetEdgar

Content management platform that helps you automate, repurpose and make the most of your web content. Promises to “double your traffic”. Categorizes and sorts your posts, creating a content library which it then rotates and shares. An “intelligent” program, it measures the effects of posts and helps you share your best content.

**Pricing:** Starts at \$49 USD per month.

### VideoMakerFX



Easily create professional-looking videos for your landing pages, using effects such as animation and whiteboard.

**Pricing:** Currently on special at time of writing for \$27 USD (one-time payment for life).

### Canva

Template-based design software. Log in with Facebook, Google+ or email and choose from all sorts of template designs to create your own infographics, image quotes, Facebook Cover photos, book covers, banners and more.

**Pricing:** Free—but some templates are paid ones.

### Big Stock Photo

Reliable, top-quality stock photo, vector art and video site. You can either buy credits, or subscribe to plan that allows you to download a certain number of images per day.

**Pricing:** Starts at 5 images per day at \$79 USD per month and get a FREE week.

### Pixabay

Photograph and clipart site, free for commercial and personal use. Does not specify if model releases were used, so do your due diligence and use with caution (as with all free clipart sites).

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