**Some Tips to Increase Your Sales**

If you have an ecommerce store of any kind, then whether you’re selling a digital product, a physical product or a subscription, there are a few techniques you can employ to make even more sales. And it’s all about the way you set up your store…

**Use a Red ‘Buy Now’ Button**

If you make your buy now button red, research shows that it will get more clicks than if you were to make it any other color.

**Make Multiple Bundles at different Price Points**

One of the best ways to sell more products is to give your customers more control over the way they want to buy them. If you create multiple ‘bundles’ for instance, this might mean that you let your customers buy more items at once and make bigger savings *or* choose to buy just a few individual items from your larger batch and thereby spend less money in total.

Either way, you can help your customers *feel* as though they’re saving money or making a savvy decision while still buying from you!

**Sell Some Very Cheap Items**

If you are trying to sell a very expensive product from your ecommerce store, then this means you’re essentially trying to accomplish two very difficult things. The first difficult thing is trying to get your customers to part with a lot of cash and to buy something big. The second? You’re trying to earn their trust and get them to spend money with you when they’ve never dealt with your service before.

Don’t try and do both these things at once! Sell a cheap item and that way you can build trust – then you can move onto more expensive items later.

**Offer Free Samples**

Better yet, why not offer a free sample? If you sell a membership site then you can offer a free membership with reduced features or you can offer a free, full membership for a limited period.