



# Retail Shock Therapy: A Prescription For What Ails Your Online Sales

*Arlene Battishill Ph.D.*

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## **Retail Shock Therapy: A Prescription For What Ails Your Online Sales** Arlene Battishill Ph.D.

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- The three most provocative ways to "provoke" potential customers into buying.
- Simple advertising techniques any business can use to attract new customers.
- Ways to remind customers that you're still there and encourage them to come back.
- Sample headlines and slogans you can use for websites, ads, and emails.
- Ways to keep customers clicking until the sale is completed.

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