

3 Transaction Stage Worksheet

**For: *The Streetwise Guide to Relationship Marketing on the Internet*
Section 1, Chapter 8**

Purpose

What incentives can you provide to encourage prospects to make an immediate purchase? What will it take to make an offer to irresistible that prospects feel compelled to complete the purchase? How can you make it as easy as possible for prospects to buy from you?

Project _____

Date _____

Your name _____

Stage 3: Transaction			
	Open Content	Premium Content	E-mail announcement
<i>Idea 1</i>			
<i>Idea 2</i>			
<i>Idea 3</i>			
<i>Idea 4</i>			
<i>Idea 5</i>			

Stage 3: Transaction			
	Open Content	Premium Content	E-mail announcement
<i>Idea 6</i>			
<i>Idea 7</i>			
<i>Idea 8</i>			
<i>Idea 9</i>			
<i>Idea 10</i>			
<i>Idea 11</i>			
<i>Idea 12</i>			