## **Firesale Magician**



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marketer is not like a fire sale held for a closeout where everything must go. Rather, a fire sale for an internet marketer is about, well, marketing. The purpose of a fire sale for an online business owner is less about getting rid of products and more about gaining customers and increasing revenue. You want to gain exposure, and hence customers, by advertising your fire sale and ultimately, your business. The main purpose of the sale is to gain new customers and to not only let them know about your business, who you are and what you have to offer, but to entice them to buy with low prices. Maybe they would not otherwise give your products a try. That is when a fire sale comes in very handy!

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