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Introduction

This book is designed for anyone in business wanting to maximize sales and increase business development through a presence on the web. If you haven't got an effective, eye catching and motivational website, your business will suffer. I have included resource pages at the end of this ebook which will give added information, advice and links to start your own website for the first time or enhance the one you have. If you need further information, do make contact.

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10 High Powered Ways To Increase Your Traffic

1. Trade links with other web sites. They should be related to the subject of your web site. Instead of trading links, you could also trade banner ads, half page ads, classified ads, etc.
2. Start an e-zine for your web site. When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once which will increase your orders.
3. Form an online community. It could be an online message board, e-mail discussion list or chat room. When people get involved in your community they will regularly return to communicate with others.
4. Write articles and submit them to e-zines, web sites and magazines that accept article submissions. Include your business information and web address at the end of the article.

5. Give away an electronic freebie with your ad on it. Allow your visitors to also give the freebie away. This'll increase your ad exposure and attract people to your web site at the same time.

6. Combine your products or services into one big package deal with other businesses offerings. You could share a web site and advertise the package deal; which means double the traffic.

7. Submit your freebie to the online directories that list your particular item or service for free. If you're offering a free e-zine, submit it to all the free e-zine directories on the internet.

8. Participate on message boards. Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings.

9. Exchange classified or sponsor ads with other free e-zine publishers. If there is a huge subscriber difference between e-zines, one can run more ads to make up for it.

10. Post your ad on free advertising areas on the internet. You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads, free yellow page directories, etc.

10 High-Impact Viral Marketing Strategies

Viral Marketing is allowing people to giveaway and use your free product or service in order to multiply your marketing quickly over the internet. The idea behind viral marketing is that you include your ad with the freebie people giveaway or use. Below are ten high impact viral marketing strategies:

1. Allow people to reprint your articles on their web site, in their e-zine, newsletter, magazine or ebooks. Include your resource box and the option for article reprints at the bottom of each article.
2. Allow people to use any of your freebies as free bonuses for products or services they sell. Include your ad on all your freebies.
3. Allow people to use your online discussion board for their own web site. Some people don't have one. Just include your banner ad at the top of the board.
4. Allow people to sign up for a free web site on your server. Since you are giving away the space, require them to include your banner ad at the top of the site.
5. Allow people to add their link to your free web site directory. Just require that they return a link back to your web site, advertising your directory.
6. Allow people to provide your free online service to their web site, visitors, or e-zine subscribers. They could be free e-mail, e-mail consulting, search engine submissions, etc.

7. Allow people to give away your free software. Just include your business advertisement inside the software program.

8. Allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.

9. Allow people to place an advertisement in your free ebook if, in exchange, they give away the ebook to their web visitors or e-zine subscribers.

10. Allow people to give away your free ebook to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the internet.

10 Hot Ways To Sell Your Products Like Crazy

1. Turn your ad copy into a story or article. Your visitors won't be as hesitant to read your ad and will become more interested in your product.

2. Give visitors a freebie for filling out your online survey or they usually won't. Surveys will give your business valuable intelligence for your business

3. Enhance the power of your ad copy benefits by using attention getting words, highlighting keywords, using color, bolding key phrases, underlining, etc.

4. Give your visitors tons of choices so they don't get the feeling of being controlled. Offer them a variety of ways to order, contact you, navigate, etc.

5. Put yourself in your visitors shoes. Design your site for them, not for yourself. Create your product around your visitors not because you would buy it.

6. Get free advice from successful online business owners. Participate in business chat rooms and message boards to chat with them.

7. Use your free bonuses to create an urgency for your visitors to buy. Only offer them for a limited time with your main product.

8. Offer your customers extra add-on products at the point of purchase. For example, if they are buying an electronic toy try to sell batteries with it.

9. Make your visitors feel good about themselves by giving them compliments. If they feel good they will also feel good about buying from your web site.

10. Add multiple profits to your web site. If you're selling business books try to sell business services, courses and supplies too.

10 Incredible Ways To Keep Your Sales Soaring

1. Maximize the effectiveness of your banner ads. Don't just use the same ad on every banner, use a variety to attract the greatest number of clickers.

2. Make your web site load much faster by cutting down on banner ads and start using more buttons. Button ads are also smaller and take up less space.
3. Offer free advertising space to well known and respected companies on your web site. Sometimes people link their business credibility to yours.
4. People have been taught all their life to respect people in authority. Tell your visitors that you are the president or CEO of your business.
5. Offer people a free telephone consultation before they order your product. When they get to know you personally, it could convert to more sales.
6. Test the "bill me later option" on your web site. Most people are honest and will pay you. It is a powerful little niche and could increase your sales.
7. Find a charity your target audience would likely support. Tell people on your ad copy that you will give a percentage of the profits to that charity.
8. Hold a "buy the most wins contest" on your web site. Tell people each monthly winner will get their entire purchase refunded.
9. Attract visitors to your web site by offering them a free course. You could package the course on a follow-up autoresponder and send lessons daily.
10. Interview people related to your industry and

get their legal permission to convert it to an article.
Promote your web site by submitting it to ezines.

10 Incredible Ways To Sell Your Products Now

1. Make your reader visualize they have already bought your product in your ad. Tell them what results they have gotten and how it makes them feel. They'll already become emotionally attached before they buy.
2. Turn your ad into an article. It could be a story, or how-to article. This will lead them into your ad without them knowing it's an ad. They'll already be interested when they get to your sales pitch.
3. Make sure you show your reader that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today they can buy it for \$69.95.
4. Direct your ad headline to your target audience. Your readers will feel important and belong to a select group of people who buy your product. For example; "Attention! Accountants, Discover A New Way To Increase Your Client Base!"
5. Tell your reader how fast they can receive your product or service in your ad. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline.
6. Use bullets to highlight your product or services benefits. Benefits are the key to selling anything,

make them stand out in your ad. You can use dots, dashes, or circles to highlight them.

7. Give a money back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonus or give them double their money back.

8. Tell your reader they'll receive surprise bonuses. This'll raise your reader's curiosity and make them want to buy so they can find out what the surprise bonuses are.

9. Let your reader know this specific package will not be offered again. You must create urgency so people buy now. You may always sell the same product but not with the same bonuses or price.

10. Give them a couple tips in your ad that will help them with their problem. This will give your business credibility and gain your readers trust to buy your products or service

10 Innovative Ways To Use Your Autoresponder

1. Collect leads with your autoresponder. You will get an e-mail digest of everyone's e-mail addresses who requests information from your autoresponder.

2. Publish a price list of all the products and services that you offer. You could also include order forms, product descriptions, and other sales material.

3. Publish free reports in autoresponder format. The reports should be related to your business or web site. Giving away free stuff will quickly increase your traffic.

4. Collect vital customer satisfaction information by publishing a survey in autoresponder format. This type of information will help you serve them better.
5. Instead of answering every customer question that's e-mailed to you, publish "Frequently Ask Questions" in autoresponder format. This will save time and money.
6. You could publish your testimonials or endorsements in autoresponder format if you don't have the room in your ad copy. It's more effective to include all of them.
7. Provide back issues of your e-zine archives in autoresponder format. This will give your subscribers and web site visitors easy access to them.
8. Publish your entire web site in autoresponder format. Sometimes visitors don't have enough time read your entire site. They could print it out and read it offline.
9. You could offer your ebook in autoresponder format. Your visitors won't have to download it or have the software to read it right away.
10. You could publish the terms and conditions to any business transactions in autoresponder format. This could include return policies, purchases, refunds etc.

10 Intriguing Ways To Propel Your Online Sales

1. Add extra subjects to your web site. Most free ad sites only allow you to submit your web site to one category. This'll allow you to submit it to many.
2. Increase the perceived value of your product by making your offer scarce. You could use limited time bonuses, low prices, low quantities, etc.

3. Find out your competitions' weakness and use it as your "Unique Selling Proposition". It's the reason why people buy your products and not theirs.
4. Sell your products or services to a specific niche market. For example, instead of selling your fishing book to all fisherman, target it toward fly fisherman.
5. Test your advertising and marketing. You'll save time, money and big headaches promoting the right offer to the right group of people.
6. Persuade visitors to buy your product by telling them the future. Tell them what'll happen with their life in the future if they buy or don't buy.
7. Offer a free trial of your product for a set period of time. Don't charge or bill them until they decided to buy it. This'll take away any risk they have.
8. Create other web sites that draw your initial target audience. Then you can lead your prospects to your main web site by linking to your other web sites.
9. Inform people about your site or freebie through e-mail announce lists. You can find them by typing "e-mail announce lists" in any search engine.
10. Tell your visitors what they can avoid by buying your product or service will motivate them to buy. They may want to avoid pain, fear, danger, etc.

10 Killer Profit Boosters

1. Gain an advantage over your competition. You should find one benefit your competition doesn't offer and use it as your main selling point.
2. Design your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, offer ad trades, etc.
3. Allow your visitors to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail.
4. Focus your articles on information the targeted readers and e-zine publishers want. They will get published more often, which means free publicity.
5. Use problems to attract online traffic. Find a common online problem and use your web site to solve it. People will visit and see your ads.
6. Have an informative FAQ page at your web site. Anticipate questions your prospects or visitors may have; this will help improve your sales ratio.
7. Improve your negotiation skills. This'll improve your business because you're always negotiating ad swaps, supply prices, joint ventures, wages, etc.
8. Beat your competition by giving away a similar product or service that they charge for. It could be add on products, warranties, servicing, etc.

9. Build a larger online community by giving your visitors bonuses for participating on your message boards or chat rooms. Try free products, ads, etc.

10. Instead of starting an affiliate program, start a referral program. Give people discounts and free products for referring people to your site.

10 Killer Ways To Defeat Your Competition

1. Offer free original content. It's important to give your visitors information they can't find anywhere else. If you're the only source, they'll visit your site.

2. Give people free software. Most people like to find good deals on software for their computers. If the software is free, that is even better.

3. Hold free contests or sweepstakes. Most people like to win things. If you can fulfill that need, people will stop by to visit.

4. Provide a free web directory. Create a directory of web sites on a popular topic that will attract your target audience.

5. Offer a free e-zine. Most people love to get free information that's e-mailed to them regularly. This saves them time and money.

6. Make your web site look professional. You want to have your own domain name, easy navigation, attractive graphics, etc.

7. Let people read your ad before they get to your freebie. When you use free stuff to lure people to your web site list it below your ad copy.
8. Attract the target audience that would buy your product or service. A simple way to do this is to survey your existing customers.
9. Test and improve your ad copy. There are many people who write an ad and never change it. Make sure you get the highest possible response rate.
10. Give people an urgency so they buy now. Many people are interested in your product but they put off buying it until later and eventually forget about it.

10 Killer Ways To Jump Start Your Profits

1. Offer to write exclusive articles (that means you only submit them to one place) for high traffic web sites in exchange for a link back to your site.
2. Create a positive online image. Tell your visitors about fundraisers you have sponsored or that you donate a part of your profits to charity.
3. Improve your customer service on a regular basis. Try out new technologies that make it easier to communicate with your customers over the net.
4. Ask your customers what they would like to see offered by your business in the future. This type of

information can boost your sales.

5. Make sure your web host isn't losing your sales. If you get an e-mail from someone that told you that they couldn't access your site, it might be your host.

6. Allow your visitors experience to be an enjoyable one at your web site. Provide easy navigation, good content, fast loading graphics, search options, etc.

7. Keep changing or adding freebies to your web site. If people see the same freebie in your ads they will say to themselves, "been there done that".

8. Add a directory to your web site. When visitors submit their web site, e-mail them confirming their link has been added and remind them to revisit.

9. Organize your marketing and advertising into a plan. Create a list of daily, weekly, monthly and all other future promotional plans.

10. Trade links only with web sites that your target audience or yourself would visit. They should offer their visitors valuable content or freebies.

10 Killer Ways To Keep Your Profits Rolling

1. Give people a free online utility. When you offer a utility that can solve a person's problem, people will definitely visit your web site.

2. Offer a free affiliate/reseller program. When you

offer people a free opportunity to make money they will line up to visit your web site.

3. Supply news stories related to your site. People want current news on the topics they are interested in. You could also include new "how to" articles.

4. Offer your visitors a free community. People like to have a place where they can have discussions with others on a particular subject.

5. Make people feel safe when they order. Explain to them you won't sell their e-mail address and all their personal information will be kept confidential.

6. Offer free samples or trials of your product. This will let people experience your product and attract people to your web site.

7. Make your ad copy attractive. Your ad should list benefits before the features. Include guarantees and testimonials in your ad.

8. Remind people to come back and visit your site. They usually don't purchase the first time. The more times they visit, the greater the chance they'll buy.

9. Let people know anything about your business history. They'll feel more comfortable if they know who they are buying from.

10. Give people as many ordering options. Accept credit cards, checks, money orders, and other forms of electronic payments.

10 Killer Ways To Make People Click

1. Use reverse psychology on your banner ads. You could tell people not to click on your banner ad. For example "Don't Click Here If You Are Comfortable With Your Looks"

2. Make your banner ad words as attractive as possible. Use words like ultimate, powerful, sizzling, hot, etc. Your words should relate and highlight your total offer.

3. Offer a discount offer on your banner ad. People are always looking for good deals. You could offer a percentage discount, dollar discount, buy one get one free discount, etc.

4. Use a testimonial on your banner ad. This'll give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer.

5. You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust them over you.

6. Use a strong guarantee on your banner ad. You could include the guarantee as a headline for your offer. It could read double or triple your money back guarantee, lifetime your money back guarantee, etc.

7. Tell people to click on your banner ad. Newbies

to the internet may not even know they can click on banners. Just having the phrase "click here" on your banner will increase your clickthroughs.

8. You could advertise a trial or sample offer. This will tell people there is no risk or obligation if they click on your banner ad and try out your product or service.

9. Tell people the major benefit of your product, web site or service on your banner ad. It could be benefits like make money, lose weight, increase energy, save money, save time, etc.

10. You could advertise a free offer on your banner ad. People love free stuff. The freebie should relate to your target audience. If the freebie is attractive to them they will click.

10 Killer Ways To Make Your Online Testimonials More Believable

1. PICTURES

Ask people if they would e-mail a picture with their testimonial. If they don't have one scanned you could have them send their picture by mail and you could scan it. This technique will give your testimonials more credibility.

2. ELECTRONIC SIGNATURES

Most online testimonials you see have text signatures. You could have people mail their written signature, scan it, and upload it with their testimonial. People will feel the testimonial is more official.

3. ONLINE AUDIO

You could record people's testimonials with a mini tape recorder over the phone, on your answering machine, or voice mail. Then you could convert the recording into a online audio file and upload it to your web site. You can find more information about converting audio recording's by typing "real audio" at a search engine.

4. POSTCARDS

Have people mail you their testimonial on a postcard, scan it and upload it to your web site. This will give people proof that the testimonial isn't fake because it will have a post mark on it.

5. PROFILES

Ask people to include a profile of themselves with their testimonial. You could just have them answer some questions like age, occupation, hobbies, favorite quote, etc. This will make your testimonials more entertaining to read.

6. HAND WRITTEN LETTERS

This is similar to the "electronic signature" tip. Scan and upload the entire written testimonial or letter to your web site. This will give your testimonials a feel of realism.

7. RECORDINGS

You could record peoples testimonials over the phone with a mini tape recorder. Then, take the recording and record it to an answering machine or voice mail system. Under each one, include a phone number they can call to hear the actual testimonial.

8. E-MAIL MESSAGES

When you get e-mail testimonials, publish the entire

e-mail message instead of just the contents. It will be more believable because it will include the date, time, subject, who it's from and who it's to.

9. CONTACT INFORMATION

When you get testimonials from people, ask them if you could include their contact information under the testimonial. This will allow potential customers to ask your current customers questions about your product or service before they buy. Usually, they will trust them more than you.

10. ONLINE VIDEO

If some of the people who give you testimonials have a camcorder, ask them to record their testimonial on video and send it to you. Then you could convert the video to an online video file and upload it to your site. You can find more information about converting audio recording's by typing "real video" at a search engine

10 Killer Ways To Sell Your Back-End Products

A back-end product is a product you attempt to sell your customers after they have recently purchased a related product from your business.

If you're not trying to sell back-end products to your customers, you're making a big mistake. It is easier to sell to existing customers than it is to sell to new ones who don't trust your business yet.

Below are ten killer strategies you can use to sell your back-end products to your existing customers:

1. When you ship people the first product they bought, insert a flyer or brochure for your back-end product in the package.

2. Give customers a free subscription to a customers only e-zine when they buy your product. You could include your ad for your back-end product in each issue.
3. Send your customers greeting cards on holidays or on their birthday. Include a small advertisement inside the card for your back-end product.
4. After people order your first product from your web site, take them to a "thank you" web page and include your back-end product ad on that page.
5. Send customers a free surprise gift after they order your first product. You could attach another ad with the free gift for your back-end product.
6. If you're selling an electronic product, like an ebook, include your ad for your back-end product somewhere inside the electronic product.
7. Give your customers a free membership into your "customers only" private site. You could include your ad for your back-end product somewhere inside the private site.
8. Contact your customers by phone and ask them if they were happy with their purchase. You could tell them about your back-end product.
9. Send your customers a thank you letter by mail or e-mail. You could mention your back-end product somewhere on the letter.

10. Ask your customers if they want to be updated in the future when you have new product offers. You could have them sign up to receive e-mail or snail mail updates.

Your business will have a greater chance of surviving when you attempt to sell back-end products to your existing customers.

10 Magic-Like Ways To Multiply Your Orders

1. Use reward programs to keep people revisiting your web site and buying your products. You could reward gifts or discounts for revisiting or buying.
2. Publish e-zines for other web sites to increase your traffic. You could do it at no charge and in return just ask for a sponsor ad in each issue.
3. Trade endorsement ads with other e-zines. They pull more hits and sales than just trading classified ads because it gives your ad instant credibility.
4. Test your ad copy before you start taking orders. Tell your visitors to e-mail you if they want to be notified when you launch a new product.
5. Get your visitors excited about your product by letting them know how excited you are about it. Tell them why you're excited and use exclamation points.
6. Use incentives to gain referrals if you don't have an affiliate program. Tell people when they refer

customers you will award them with free products.

7. Tell your visitors the reason why you're having a sale so they don't think your products are cheap. It could be a holiday/seasonal sale or clearance sale.

8. Stay away from overloading your web site with high tech gadgets. They can create a slow loading web page and distract people away from your offer.

9. Cut out words, phrases, and paragraphs in your ad copy that aren't selling or supporting your product. This will stop people from getting bored with your ad.

10. Keep people at your web site as long as possible. Allow them to download free ebooks, sign-up for contests, use free online services, etc.

10 Mesmerizing Ways To Reinforce Your Profits

1. Anticipate any objections your visitors may have about your product offer. You must research your target audience's needs and wants.

2. Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you.

3. Pick a good name for your business and product. Your names should be memorable and describe the kind of product your offering.

4. Solve your customer complaints by being quick

and friendly. The faster you respond, the more your customers feel you care about them.

5. Never think your customers are satisfied with their purchase. You should be constantly finding new ways to better your product and service.

6. Market yourself, as well as your product. You could write articles, ebooks, do free consulting, do speaking engagements, etc.

7. Find new target audiences for your products or services. For example, if you're selling coffee to stores try to also sell it to coffee shops.

8. Use the phrase "invest in our product" instead of the words buy or purchase. This makes prospects feel they're investing in their future if they buy.

9. Create offline affiliates to market your product. Have people sign up at your web site to sell your products through "house parties".

10. Use logos and slogans for your business. They make it easier for people to remember and identify your business.

10 Mind Altering Words That Make People Buy

1. Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money.

2. Use the word "guaranteed" in your ad. People want to be assured they are not risking their hard earned money buying your product.

3. Use the word "limited" in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable.

4. Use the word "easy/simple" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc.

5. Use the word "testimonial" in your ad. People want to see believable proof before they buy your product. It should be reputable and specific proof.

6. Use the word "discount/sale " in your ad. People want to find bargains. They could be rebates, one time sales, percentage offers, get one free offers, etc.

7. Use the word "free" in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc.

8. Use the word "you/your" in your ad. People want to know that you are talking them. This'll make them feel important and attract them to read the whole ad.

9. Use the word "important" in your ad. People do not want to miss important information that could effect their life. People will stop and take notice.

10. Use the word "new" in your ad. People want new products or services that will improve their life

like new information, tastes, technology, results, etc.

10 Mind Blowing Ways To Increase Your Sales

1. Show your prospects how much enthusiasm you have for your product and business. If you're convincing enough, they will be enthusiastic too.
2. End your sales letter or ad copy with a strong closing. It could be a free bonus, a discount price, a benefit reminder, an ordering deadline, etc.
3. Please your complaining customers. You can refund their money, give them a discount, give them a free gift, solve the problem quickly, etc.
4. Make your customers get excited about your business and they will tell their friends. Give them a free vacation certificate, a coupon, etc.
5. Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc.
6. Build your opt-in list by allowing your visitors to sign up for a free e-zine, ebooks, software, contests, sweepstakes, etc.
7. Give your prospects or customers a breath of fresh air. Don't be afraid to design your web site and ad copies different from everyone else.

8. Allow your customers to get part of your total offer right after they order. If you have to ship the item, make one of your bonuses available online.

9. Write and submit articles to e-zine publishers or webmasters. If you want it to be published, it should be like an article and not like an ad.

10. Show your prospects that you are an expert, because authority can persuade people to buy. You could publish an article, write an ebook, etc.

10 Mind Busting Ways To Gain More Orders

1. Automate your online business to save extra time for marketing and advertising. You could use auto-responders, time saving software, etc.

2. Host a free hall of fame or museum on your web site. It should be related to your target audience. It should attract people just like offline ones do.

3. Write your ideas on paper; bad and good ones. Don't get an idea and take the risk of forgetting it; it could be your future income or success.

4. Design your ad copy to target your visitors goals, dreams and desires. Allow your product to attract their emotional and physical needs.

5. Create a small treasure hunt. Allow people to get a discount on a product you sell if they find a certain graphic somewhere on your site.

6. Have visitors sign-up to receive free promotional merchandise. It can be hats, bumper stickers, cups, or anything with your web site print on it.

7. Increase your traffic by creating other web sites that relate to the latest new fad. You just advertise your main web site on your fad web sites.

8. Load your site with a wide variety of content. Your site will become known as an area of regular reference for many of your visitors.

9. Interview famous people that your visitors want to know more about. Publish the interview in article or audio format on your web site.

10. Tell people the purpose of your web site. When they visit a web site and have to figure out what it's about, they may get frustrated and leave soon.

10 Motivational Triggers That Make People Buy

1. People want to make more money. They may want to start their own business, get a higher paying job or invest in the stock market. This will make them feel successful.

2. People want to save money. They may want to invest for the future or save for a big purchase. This will make them feel more secure.

3. People want to save time. They may want to

work less and spend time enjoying life's pleasures.
This will make them feel more relaxed.

4. People want to look better. They may want to lose weight, tone their body, or improve their facial features. This will make them feel more attractive.

5. People want to learn something new. They may want to learn how to change their car oil or build a deck. This will make them feel more intelligent.

6. People want to live longer. They may want to get in shape, eat better or gain extra energy. This will make them feel healthier.

7. People want to be comfortable. They may want to relive aches and pains or want to sleep in a more comfortable bed. This will make them feel relieved.

8. People want to be loved. They may not want to be lonely anymore or want to start dating again. This will make them feel wanted.

9. People want to be popular. They may want to be a famous celebrity or be more popular in school. This will make them feel praised and admired.

10. People want to gain pleasure. They may want satisfy their appetite or sexual desires. This will make them feel more fulfilled.

10 Nitty-Gritty Ways To Increase Your Orders

1. Express the same views as your target audience. Bring up common likes and dislikes in your ad. This will create instant rapport with your audience.

2. Add viral marketing into your promotional plans. Allow your visitors to give away your free stuff, just include your ad somewhere on all the freebies.

3. Design your web site to be less confusing. Don't use a lot of graphics, links and anything that takes away from your sales message.

4. Give your visitors the option of viewing your web site by autoresponder or printing it out. They might not have the time right then to look it over.

5. Increase your opt-in e-mail list quickly by giving away a product at no cost. Just require people to subscribe to your e-zine in exchange.

6. Joint venture your web business with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them.

7. Expand your target audience by adding a new product line or packaging your main products with other ones. You could also add-on extra services.

8. Persuade your visitors to like you. People buy from people they like. You could tell them a joke, give them a compliment, give them a freebie, etc.

9. Submit the free stuff you offer to online freebie directories. They usually get tons of traffic because people like to get things for free.

10. Use headlines and sub headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like "Attention All Lawyers!".

10 Order Pulling Ways To End Your Ad Copy

1. You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example.

2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.

3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.

4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.

5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.

6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.

7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.

8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.

9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.

10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

10 Power Packed Ways To Boost Your Profits

1. Sell a few back end products that are not related to your main product but are needed by all humans. Every customer that buys from you is human.

2. Take on as many of your business' chores as you can handle; outsource what you can't. Only you can determine how your business is operated.

3. Try out new business opportunities. You could combine them with your current business. It could add an extra profit stream to your web site.

4. Create an alliance with 3 or 4 web sites. Include each of your ads or banners on the other web sites. You will all share targeted traffic from each other.

5. Create a free e-zine directory. You'll attract a lot of traffic from ezine publishers and people that want to subscribe to the e-zines.
6. When you offer a freebie from your site, submit it to free stuff sites. They provide target categories which means targeted traffic.
7. Make your visitors curious about your product by telling them they need to sign-up to get into a password protected site to read the rest of the ad.
8. Remember the little things about your web pages really count. Include the title of your site at the top right corner, a description about of your site, etc.
9. When you ask someone to sign-up to receive a freebie, don't ask for really personal information. This is a fast way to lose a potential prospect.
10. Remember newsgroups are still pretty popular. You could post your ad in ones that allow it or you can leave messages with your sig file include.

10 Power-Packed Ways To Spark Your Sales

1. Spend money on targeted advertising instead of mass media advertising. You don't want to waste your ad dollars on people who aren't interested.
2. Increase your profits by concentrating on small details. Improving small things like text size, color,

or graphics can really make a positive difference.

3. Keep your offers flexible. If you offer a set price for your product, you could offer the people that can't afford it an optional payment plan.

4. Offer your knowledge or consulting as a bonus product. You could offer a free 15 or 30 minute consultation. This will add value to your product.

5. Personalize all your e-mail messages so they get read. Include the recipient's name in the subject line. This will grab peoples attention quickly.

6. Keep your web site consistent. You don't want to keep things on your web site that are unrelated to the theme of your web site.

7. Attract more subscribers to your free e-zine by giving them free bonuses like e-books, software, online services and other incentives.

8. Sell advertising space in your e-zine and on your web site. This will create an extra income stream for your business.

9. Make your web site ready for the public. Have an "About Us" page and clear descriptions of what actions you want your visitors to take.

10. Don't just start advertising everywhere, plan out your marketing. Locate places and publications that your target audience would congregate around.

10 Profitable Reasons To Add A Discussion Board Or Chat Room To Your Web Site

1. You'll be able to communicate with your visitors. They'll begin to trust you and get to know you on a more personal level. People will purchase products quicker from somebody they already know and trust.
2. People will revisit your web site to participate on your discussion board or chat room. They will meet other people with similar interests and your web site will become a hang out were they can chat.
3. You can learn important information about your visitors by reading the conversations they have. They may chat about your web site or products. With this information you could learn to market your products more effectively.
4. You could answer the questions your visitors ask in your online communities. You'll become known as an expert by giving the answers to their questions. This will give you and your business more credibility.
5. You could teach a free online class using your chat room. This will give you an expert status and increase traffic to your web site by offering the free class.
6. When your discussion board or chat room becomes popular, you could sell advertising space on them. This will give you an extra income stream for your web site.

7. You can network with other businesses by having a chat room or discussion board. You could exchange business ideas, leads, advertising, etc.

8. You could allow other web sites who don't have a discussion board or chat room to use yours. You will get free advertising by allowing them to link to your online community.

9. When you have a discussion board or chat room you can get free advertising by listing them in online community directories. You can also join web rings with similar discussion topics.

10. You can make money by advertising your own products and services on your discussion board or chat room. You could also join other people's affiliate programs and make commissions advertising them.

10 Proven Ways To Accelerate Your Profits

1. Make copies of your web site in many different languages. This'll allow foreign speaking people to read your web site and advertisements.

2. Give your customers a surprise bonus for buying. When you give customers more than they expect, there is a good chance they will buy from you again.

3. Send greeting cards offline or online to customers on holidays. You'll get the chance to increase your orders by including your ad inside the card.

4. Market your products or services to your target audience. For example, don't try to sell a football in a cooking magazine.
5. Give people the option of buying other products or add on products when they decide to buy your main product or service at the point of sale.
6. Think of new ways to attract people to buy your products or services. You could add on extra free bonuses, delivery options, payments options, etc.
7. Give other businesses the option of selling your product. It could be a simple joint venture deal or an affiliate/associate program.
8. Follow-up regularly with all your prospects and current customers. When people see your ad more than once they are more likely to buy.
9. Learn sales ideas from reading and studying other business' advertising and marketing material. It could be ads, brochures, tv ads, sales letters, etc.
10. Educate yourself with new strategies to increase your sales. You could take classes, subscribe to e-zines and magazines, read books or ebooks, etc.

10 Reasons To Form A Strategic Business Alliance

A strategic alliance is when two or more businesses join together for a set period of time. The businesses, usually, are not in direct competition, but have similar products or services that are directed toward the

same target audience. Below are ten reasons to create a strategic alliance.

1. You could offer your customers a larger variety of products or services. This will allow you to spend less time and money developing new products to sell.
2. Your number of sales people will increase because you're combining with other business. You won't have spend to time and money hiring new employees.
3. Your marketing and advertising budget will increase. When you form a strategic alliance with other businesses you both will share the advertising and marketing costs.
4. You can now offer your existing customers more back-end and upsell products. This will increase your sales and profits.
5. Your business will gain a larger number of skilled people working on the same project. You will gain the knowledge of the other businesses employees.
6. You will be able to beat your competition by selling to a larger target audience. You will also increase the total number of existing customers you can sell your products and services to.
7. You can exchange endorsements with your alliance partners. You'll add more credibility to your business and gain your potential customers trust to buy.
8. You can expand your business more rapidly. You can develop new products and services faster with

a larger work force.

9. You'll be able to solve your customer's problems faster with a larger base of customer service people. You'll also learn new ways to improve your customer service from your alliance partners.

10. You'll have a larger number of "strategic thinking" people. This will allow both businesses to come up with profitable business ideas quicker than before.

10 Reasons Why People Don't Buy From You

1. You don't make people feel safe when they order. Remind people that they are ordering through a secure server. Tell them you won't sell their e-mail address and all their information will be kept confidential.

2. You don't make your ad copy attractive. Your ad lists features instead of benefits. The headline does not attract at your target audience. You don't list any testimonials or guarantees included in your ad.

3. You don't remind people to come back and visit. People usually don't purchase the first time they visit. The more times they visit your site, the greater the chance they will buy. The most effective way is to give them a free subscription to your e-zine.

4. You don't let people know anything about your business. They will feel more comfortable if they know who they are buying from. Publish a section called "About Us" on your web site. Include your business history, profile of employees, contact information etc.

5. You don't give people as many ordering options as possible. Accept credit cards, checks, money orders, and other forms of electronic payments. Take orders by phone, e-mail, web site, fax, mail, etc.

6. You don't make your web site look professional. You want to have your own domain name. Your web site should be easy to navigate through. The graphics should be related to the theme of your web site.

7. You don't let people read your ad before they get your freebie. When you use free stuff to lure people to your web site include it below your ad copy or on another web page. If you list the freebie above your ad they may never look to see what you're selling.

8. You don't attract the target audience that would buy your product or service. A simple way to do this is to survey your existing customers to see what attracted them to buy. This information will help you improve your target marketing and advertising.

9. You don't test and improve your ad copy. There are many people who write an ad copy and never change it. You have to continually test and improve your ad copy to get the highest possible response rate.

10. You don't give people any urgency to buy now. Many people are interested in your product but they put off buying it till later and eventually forget about it. Entice them to buy now with a freebie or discount and include a deadline date when the offer ends.

10 Reasons Why People Don't Visit Your Web Site

1. You don't offer free original content. It's important to give your visitors information they can't find anywhere else. If you're the only source for a certain type of information, people will flock to your web site.

2. You don't offer free software. Most people like to find good deals on software for their computers. If the software is free, that is even better.

3. You don't offer a free contest or sweepstakes. It's a fact, people like to win things. If you can fulfill that need, people will stop by to visit.

4. You don't offer a free directory. Create a directory of web sites on a particular topic that is related to your target audience. People will visit because they will find what they're looking for, all in one place.

5. You don't offer a free e-zine. Most people love to get free information that they're interested in emailed to them on a regular basis. This saves them time and money.

6. You don't offer a free community. People like to have a place where they can have discussions with others on a particular subject. You could add a chat room or message board to your web site.

7. You don't offer a free affiliate program. One of people's basic needs to survive is money. When you offer them a free opportunity to make money they'll

line up to visit your web site.

8. You don't offer a free online utility. When you offer a utility that can solve a problem, people will visit your web site. The utility could be a free autoresponder, e-mail account, search engine submission, etc.

9. You don't offer free current information. Supply news stories related to your web site. People want up-to-date news on the topics they are interested in. They will also be interested in visiting your web site.

10. You don't offer free samples of your product or service. Have you ever been to a store and you jumped at the chance to get a free sample of food? This same concept will also attract people to visit your web site.

10 Resourceful Things You Can Do With A Product That Doesn't Sell

1. Sell the reprint/reproduction rights to the product. You could make money selling other people the rights to reproduce and sell the product. People are always looking for new products to sell.

2. Giveaway the product for free from your web site. Just because it won't sell doesn't mean people won't visit your web site to get it for free. They may see another product you sell and buy that one.

3. Try auctioning off the product at an online auction. You may make part of your investment back. If you're lucky, you may even make a profit because people

sometimes get into bidding wars and will bid a higher price than the product is worth.

4. Use the product as a free bonus for another product you sell. This will increase the perceived value of the product you're selling. People will feel they're receiving more for less.
5. Contact businesses with the same target market and see if they would be interested in using your product as a free bonus for their product. You could place your ad on the product and get free advertising.
6. Sell your product to businesses at wholesale cost as a promotional product. Businesses are always looking for products they can giveaway to their customers with their advertising on the product. You could make part of your investment back.
7. Barter your product to other businesses for things you need for your own business. You could trade for their products or services. This will save you money and help make up for your profit loss.
8. You could create an online contest so people could win your product. This will attract traffic to your web site. You also could get free advertising by listing it on online contest directories.
9. If you decide to giveaway the product for free, allow other people to giveaway the product for free. Place your web site ad on the product. This will spread your advertising and attract even more people to your site.
10. Ask businesses with the same target audience if

they would be interested in combining your product with their product. You could then sell them together as a package deal and split the profits. You may have better results selling your product this way.

10 Riveting Ways To Nail Down Instant Sales

1. End your slow sales periods by planning ahead. Plan to add extra bonuses, hold a sale or package your product with other products.
2. Make more commissions off the affiliate programs you join by giving your personal endorsements for the products. They usually pull more sales than ads.
3. Speed up your internet access. You can get your online business tasks done faster which will help you stay ahead of your competition.
4. Allow people who do not have time to explore your site to download your web site in ebook format. This will allow them time to view it offline.
5. Use tons of headlines and sub headlines on your web site. This will keep their attention and keep them at your web site longer.
6. Take advantage of popular fads. If something is popular at the current time, put up a web site about it. Just promote your main site on the fad web site.
7. Allow your prospects to chose between a retail or wholesale price. Charge people a membership fee to always get the products at wholesale cost.

8. Allow other related web sites that don't have a chat room to link to yours. They'll get use of a free chat room and you'll draw extra traffic to your site.

9. Increase the perceived value of your free stuff or bonuses by including the retail dollar amount the freebie would normally sell for.

10. Create your own web ring. You will gain highly targeted traffic to your web site and others will link to your site because they'll want to join the ring.

10 Shocking Ways To Energize Your Sales

1. Start your own internet radio station. It could be related to the theme of your web site and you could advertise your products over the station.

2. Turn your banner ad into a trivia question. Post the question on the banner and tell readers they can win a prize if they answer the question at your site.

3. Motivate people to buy your product. Tell them a lot of positive things like "You can now reach your goals and change your life if you buy our product".

4. Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other discussion participants to evaluate them.

5. Get your products or services evaluated for free. You can give your product for free in exchange for

evaluations and even testimonials.

6. Keep your loyal customers happy because they are your future profits. Give them discounts and free gifts as often as possible.
7. Clone your advertisements all over the internet by allowing your visitors to give your online freebies away. Just include your ad somewhere inside it.
8. Make it easy for your affiliates to make sales. Give them proven ads to use, make it easy for prospects to order and provide helpful affiliate stats.
9. Persuade e-zine publishers or webmasters to run your ad for free. Just allow them to join your affiliate program and earn commission on the sales.
10. Make your products sell quickly by adding a ton of bonuses. You could get the free bonuses for little or no cost buy joint venturing with other businesses.

10 Shocking Ways To Super-Charge Your Sales

1. Test different web site color themes to see which combination will sell your product better. You can also test the size and style of your web site text.
2. Promise your readers an end result or outcome in your ad. You must give them a solid guarantee that your product will solve their problem.
3. Never assume people believe the information in

your ad copy. You need to back-up all your claims with indisputable evidence.

4. Give your customers free shipping. If you can't afford that, you can give free shipping to customers that buy over a certain dollar amount to raise profits.

5. Test your web site regularly for ordering glitches, bad links, broken graphics, etc. Those types of errors will make your business look unprofessional.

6. Use free advertising as much as possible. Test a wide variety of free advertising options like banner and link exchanges, classifieds, newsgroups, etc.

7. Build credibility for your business by publishing an e-zine and writing articles. Your customers and prospects will see you as an expert and trust you.

8. Answer all your e-mail messages as quickly as possible. Nothing will lose a sale quicker than not responding to a prospect in time.

9. Build a professional looking web site even if you have a small budget. You could use free graphics, designs, list servers, and other tools offered online.

10. Enter to win awards for your web site. When you display the award graphics on your web site it will increase your credibility and professionalism.

10 Sizzling Offers That Sell Like Crazy

One of the best way to increase your sales is to offer your potential customers a special offer. It could be trial offers, discounts, purchase awards, etc. Below are ten sizzling offers you could use to sell your products like crazy.

1. You could offer your potential customers a free sample of your product. If the sample proves what you claim, there is a high chance they will buy it.
2. You could give your potential customers a free trial of your product or service. Tell them you won't bill them for 30 days.
3. You could offer your potential customers a rebate after they buy your product or service. They will feel they are getting a good deal.
4. You could offer your potential customers a monthly payment plan. Tell them they can pay for your product or service with three easy monthly payments.
5. You could reward your potential customers if they buy a specific number of products. Tell them if they buy 3 or more products, they will get one free.
6. You could reward your potential customers if they spend over a specific dollar amount. Tell them if they spend over \$100, they get a 10% discount.
7. You could hold a holiday sale for your potential customers. Tell them everything on your web site is discounted up to 50% on Thanksgiving Day.

8. You could hold a buy one get one free sale for your potential customers. Tell them if they buy one product, they get another product for free at the same value.

9. You could hold a special \$1 sale for your potential customers. They'll come to your web site to buy your product for only a dollar, but may buy other products.

10. You could offer your potential customers a bonus coupon when they buy one of your products. It could be a coupon for another product you sell.

10 Sizzling Ways To Ignite Your Profits

1. Create a memorable logo and slogan to brand your business on the internet. When they see your slogan or logo it will remind them of your business.

2. Multiply your marketing all over the internet by creating free bonuses for other business' products. You just include your ad somewhere on the bonus.

3. Offer to buy advertising space inside electronic products like ebooks, software, subscription sites, etc. It will be cheaper than print insert ads.

4. Increase your sales by adjusting your product or service to attract other target audiences. This may mean redesigning or adding on to it.

5. Test the prices of your product or service. You may increase the perceived value by raising your price and a lower price may decrease your sales.

6. Use your product's features to support all of your benefits. Just because benefits are more important, don't forget to list the features.
7. Market yourself or business as an expert. Most people have been told throughout their life to trust and respect the authoritative figures in society.
8. Train yourself and your employees to be polite to all your customers, even if they're shouting. Solve their problem quickly and it may even turn into a sale.
9. Give your visitors a good impression when they first visit your web site. Don't make the first thing they see at the top of your home page a banner ad.
10. Join online business associations. Most will give you a membership graphic to put on your web site which will give your business extra credibility.

10 Sizzling Ways To Improve Your Ad Copy

1. You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product.
2. You could add some sub headlines on your ad copy. Sub headlines act just like headlines; they grab the readers attention. They'll keep the readers interested as they continue to read your ad.
3. You could ask your reader questions through out

the ad copy. They will answer the questions in their own head as they read your ad copy. The questions you ask should persuade the reader into buying.

4. You could highlight keywords through out your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc.

5. You could bullet or indent your benefits on your ad copy. Most people won't read a whole ad copy, so make your products benefits standout and you won't lose the sales from all the skimmers.

6. You could change the size of your text on your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will standout.

7. You could raise or lower the price on your ad copy. A higher price could increase the perceived value of your product and a lower price could lesson your product's value.

8. You could add proof of results on your ad copy. You should include testimonials, endorsements, and factual statistics to prove your product's claims.

9. You could add special offers on your ad copy. It's usually easier to sell the offer than the product. You could use discounts, free bonuses, volume sales, etc.

10. You could eliminate the hard-to-understand jargon on your ad copy. Unless your product calls

for technical words, you want your ad to be read without people pulling out a dictionary.

10 Strategic Ways To Maximize Your Profits

1. Tell people the point or focus of your web site. Explain to them what things they can do or which goals they can accomplish while visiting your site.
2. Make your visitors feel comfortable at your web site. Give them your main business address, your visitors may not trust you if you're using a P.O. box.
3. Include a FAQ on your web site or via e-mail on an autoresponder. This will give your customers an extra convenience without having to contact you.
4. Buy advertising space on discussion board web sites. They are usually arranged by subject; that makes them highly targeted.
5. Start a free e-mail newsletter to create your own opt in list. Create a title that grabs readers attention. Submit it to free e-zine directories on the internet.
6. Record all your new promotion ideas into an idea journal, good or bad. Sometimes you can combine ideas to create new ones to increase your sales.
7. Convert your web site and free e-mail newsletter into different languages. This will increase your over-all target market.

8. Make your classified ads stand out in a crowd. Use all capital letters in the headline, divide letters with extra spaces, add in text symbols, etc.

9. Remember your customer is always right, even if they are not. Resolve all conflicts quickly and painlessly. They are the lifeblood of your business.

10. Create a bond with your visitors by bringing up likes or dislikes you have in common with them in your ad copy. Just make sure you do your research.

10 Sure-Fire Phrases That Will Increase Your Traffic

1 "Bookmark This Web Site Now" Tell your visitors to bookmark your web site. They may see your web site listed in their bookmarks and visit again. You should also give them a good reason to bookmark your site. For example tell them you add new content everyday.

2 "Subscribe To Our Free E-zine" Tell your visitors to subscribe to your e-zine. When they subscribe you'll capture their e-mail address. Every time they read your e-zine, it will remind them to return to your site.

3. " Participate On Our Discussion Board" Ask your visitors to participate on your online discussion board. By participating they will meet other people. By meeting other people, they will revisit your web site on a regular basis to stay in contact with them.

4. "Sign Our Guestbook" Ask your visitors to sign your guest book. When people sign your guestbook you may

get valuable feedback or constructive criticism on how to improve your web site. This may help you increase traffic to your web site.

5. "Use Our Free Content On Your Site Or In Your E-zine" Allow your visitors to use your articles on their own web site or in their e-zine. Just ask them to include your resource box. This will spread your advertising all over the internet.

6. "Refer This Our Web Site To A Friend" Ask your visitors to refer your web site to a friend(s). They may know someone that would benefit from visiting your web site.

7. "Fill Out Our Online Survey" Ask visitors to fill out your online survey or questionnaire. You could use it to get valuable feedback on ways to improve your web site to increase traffic.

8. "Enter Our Contests" Ask your visitors to enter your online contest or sweepstakes. People love to win stuff, and they will visit your web site to try.

9. "Give Away Our Freebie To Your Visitors" Allow your visitors to give away your online freebies to people that visit your web site. Include your ad on the freebie and those freebies will multiply your traffic.

10 "Join Our Affiliate Program" Allow your visitors to make money selling your products or services. This will increase your traffic because they will link to your web site.

10 Sure-Fire Ways To Intensify Your Sales

1. Team-up with your weaker competitors to beat your stronger competitors. You can create win/win joint venture and cross promotion deals with them.

2. Design your site so it will be worth bookmarking. Your visitors will bookmark your web site if it's full of free original content like articles, ebooks, etc.

3. Offer your customers back-end products. It is easier to sell to existing customers. If you do not have a back-end product, join an affiliate program.

4. Increase the perceived value of your product. You could offer an affiliate program, give away free bonuses or use famous endorsements on your ad.

5. Remind your visitors to promote your web site. Use phrases like; "Refer This Our Web Site To A Friend" or "Link To Our Web Site"

6. Make your testimonials more powerful. You can include pictures, hand written signatures and contact information with each testimonial.

7. Up-sell to all your customers. You could sell add-on products, deluxe products, extra parts, related products, add-on services, etc.

8. Place your ad in targeted e-zines. Ask the owner if you could place your ad in a higher position in exchange for a percentage of the ad's profits.

9. Use permission marketing to increase your sales. You simply ask people to sign-up to your e-mailing list. They'll already be interested in messages or ads.

10. Provide a privacy statement and all your contact information on every page of your web site. This'll persuade your visitors and prospects to trust you.

10 Things You Should Know Before You Bid On A Business Product From An Online Auction

1. Know the value of the product before you bid. If the product is brand new, check to see what price retailers are charging for it. If the product is used or reconditioned, you will want to pay way less than the retail value.

2. If the product's description or picture isn't detailed enough for you, contact the merchant to get more information before you bid. You don't want to take a chance to waste your hard earned money.

3. Know the highest price you will bid for the product and stick with it. Don't get caught up in a bidding war; you may end up paying more than the product's worth. Don't forget to add in the shipping price with your bid.

4. Visit a few online auctions before bidding because some merchants auction the same product in many auctions. You usually can purchase the product for a lower price in a unpopular auction because there are less bidders.

5. Know the time the auction begins and ends. You also want to know how long it will take to ship. If you need the product by a certain date, you'll want to estimate the time it will take to receive it.

6. Know the payment options the merchant accepts before you bid on their product. If they only accept checks or money orders, it may take even longer to get the product because the payment has to clear. If they accept credit cards make sure they have a secure server.

7. Know if the merchant offers a warranty or money back guarantee or before bidding on a product. You don't want to get stuck with a product that does not work or you're not satisfied with.

8. Online auctions will, sometimes, allow you to check the merchants history with their auction. Check to see if people have complained about the their products or business practices before you decide to bid.

9. It's important to place a bid early in the auction to show other bidders you are interested in the product. If someone does out bid you, don't be afraid to out bid them. Remember not to go over your maximum bid price.

10. Another reason to know when the auction ends; you can place a last minute bid. The other bidders may not be keeping track of when the auction ends or may not have the time to bid again.

10 Tips For Writing A Highly Persuasive Ad

1. Publish a picture of yourself in your ad. This will show people that you're not hiding behind your web site and you're not afraid to backup your product.
2. List how many famous or respected people have purchased your product in your ad. These people should be fairly known by your target audience.
3. Publish the results of any tests your product has passed in your ad. Your product may have passed a durability test, safety test, quality test, etc.
4. Publish the results of any positive surveys you've taken from your customers in your ad. Just survey your current customers and list the results.
5. List any publications that have written about your business in your ad. It could be a product review, on a top ten list, an article, etc.
6. List any related books that you've written in your ad. When you list a book(s) you've wrote, it gives you credibility because it shows you're an expert.
7. Have a professional looking web site to publish your ad on. When people visit your site and it looks unprofessional, they'll relate that to your product.
8. Publish any endorsements from famous people in your ad. Some people will think if a famous person, enjoys your product, so will they.

9. Use a money back guarantee in your ad. This will remove the risk from your potential customers and show them that you stand behind your product.

10. Provide testimonials from satisfied customers in your ad. The testimonials should include specific and believable results you customers have received.

10 Tips For Writing A Profit Producing Ad

1. You can get ad copy ideas by studying similar product's advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc.

2. Know exactly what you want your ad copy to accomplish. It could be to qualify prospects, make sales, generate leads, attract web traffic, etc.

3. Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence.

4. Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc.

5. List all the ways your product is different from your competition's. Include all the differences in your ad copy that are better than their product.

6. Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results.

7. Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy.

8. Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc.

9. Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc.

10. Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce a more profitable ad copy.

10 Upsell Strategies That Will Increase Your Profits

As you know it can be very expensive to attract new customers. You can cut down on those expenses by "upselling" to those new customers. For example, let's say you're selling a computer with a 15" monitor for \$1200. You tell people they can upgrade to a 17" monitor for only \$200 more. That's upselling! Your goal is to get more money out of the first sale. Below are ten upselling strategies you can use to increase your profits.

1. Deluxe Upsell-You could sell a basic product and tell people for a little more money they can receive the deluxe edition.

2. Money Upsell-You could offer people the rights

to sell the product they are buying from your business.

You could charge an extra \$30 dollars to get the reproduction rights.

3. Discount Upsell-If you're selling a product people may order again in the future like shave gel, you could offer them a second can of shave gel at a discount.

4. Time Upsell-If you're selling a product or service people subscribe to, like a magazine, you could tell them if they subscribe for two years instead of one, they can receive it half off the cover price.

5. Quantity Upsell-This is similar to the discount upsell. The only difference is you increase the discount by how many products they order. If they order 3 it's a 10% discount, if they order 5 it's a 15% discount.

6. Package Upsell-When you're selling a product you could offer similar products in a package deal. Tell the people the other products are cheaper with the package deal versus purchasing them separately.

7. Affiliate Upsell-When you're selling a product you could offer someone else's product as an upsell. You would have to make a commission on the product in order to profit.

8. Free Upsell-You could offer a free sample or trial of your product (your first sale would be free) and then tell people if they order the full version right now they will get a discount.

9. Extra Upsell-There are many things you could charge extra for at the time of sale. It could be gift

wrapping, imprinting, custom designs, etc.

10. Extended Upsell-If your product comes with a warranty, you could ask people if they would like to extend the warranty one more year for only \$30.

In conclusion, you can use one or all these strategies to increase your profits at the point of sale. Don't be afraid to use your imagination to come up with other upsell strategies.

10 Ways Outsourcing Can Help Grow Your Business

Outsourcing is when you hire outside professionals or services to take on part of your business workload. You may want to outsource part of your work because you don't have the room, you need an expert, you have periodic busy periods, or you need more production to get orders out on time, etc. The following are ten ways outsourcing can save your business time and money.

1. You won't have to take the time to train employees. This will allow you to spend more time working on your marketing and advertising campaign.

2. You won't have to do time consuming tasks like adding on new equipment or learning new software to complete certain tasks. This will allow you to spend more time testing your advertisements.

3. You won't have to interview employee candidates. This will allow you to spend more time improving your customer service, in return you will get more repeat

purchases.

4. You won't have to fill out all the employee paper work like tax forms, scheduling, retirement plans, etc. This will allow you to spend more time developing new products.

5. You won't have to buy extra office or work space to complete certain tasks. You can use all the money you save on other business expenses.

6. You won't have spend money on employee costs like taxes, medical, vacation time, holidays, workers comp., unemployment costs, etc. (These may vary depending on which country you do business in.)

7. You can speed up you order and delivery system with the extra help. Your customers will appreciate the fast service and you'll have a higher chance that they will buy from you again.

8. You could expand your market share by becoming a middleman and offering your subcontractors products or services. This will increase your business profits and give you multiple income streams.

9. You can take on extra or large orders your business couldn't handle before. This will expand your market share and you could also offer to take the work your competition can't handle.

10. You could get end up receiving orders from your subcontractors. Your subcontractors may also tell other people about your business.

10 Ways To Amplify Your Orders

1. Think of ways to get your site or business on the the news. You could sponsor a fundraiser, break a world record, hold a major event, etc.
2. Hold a contest on your web site. Give other web sites the option of offering it to their visitors. This'll multiply your advertising all over the internet.
3. Tell your potential customers that your ordering system is highly secure. Also, reassure them that you take every effort to protect them.
4. Carry business cards with you wherever you go. Have your web address printed on them. You can hand them out to anyone you meet.
5. Contact national radio stations to ask them if they are looking for guest speakers. Tell them your area of expertise; maybe they'll book you for a show.
6. Join clubs related to your area of business. You could trade leads with other businesses. Learn new ways to run your business and sell your products.
7. Think of a domain name for your web site that's easy to remember. If you can't find a good one left, use your actual birth name.
8. Position your web site at the top of pay-per-click search engines. You will only pay your set amount for each clickthrough you get to your web site.

9. Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, web site or product.

10. Team-up with other e-zines that have the same target audience. Combine subscriber bases and then publish one e-zine together to increase subscribers.

10 Ways To Catapult Your Sales

1. Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements.

2. Outsource part of your workload to save time and money. You can spend more of your time and money promoting your business.

3. Include a signature file on all the e-mails you send out. Provide your business name, phone number, e-mail and web address, etc.

4. Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product.

5. Create a friendly, long term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis.

6. Create strategic alliances with other web sites. You could exchange banner ads, sell each other's products as backend products, cross promote, etc.

7. Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after-sale services or an affiliate program.

8. Give customers a discount on their total order to increase sales. You could give them a discount for ordering over a set dollar or product amount.

9. Allow your visitors to reprint the content on your web site. Just ask them in exchange to include your resource box and a link to your site.

10. Provide a free contest or sweepstakes at your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit.

10 Ways To Create A Popular Online Community

An online community could be a chat room, e-mail discussion list, discussion forum or other technologies that allow groups of people to communicate at your web site. When you have a popular online community it will increase your traffic and sales. Below are ten ways to attract people to participate in your online community.

1. Tell your visitors that you post a new, free offer every day, week or month in your online community. The free offers should be attractive to your target audience.

2. Regularly schedule experts or famous guests to participate in your online community. You could

design it to be a virtual class or a question/answer session.

3. Post testimonials on your web site from people that have participated in your online community. The testimonials could be about what people have learned or liked while participating in it.
4. Don't allow blatant ads in your online communities. If people decide to visit your online community and see a ton of ads they most likely won't be back.
5. Post all the benefits of participating in your online community on your web site. You could write it like you're writing an ad for a product you're selling.
6. Submit your chat room, e-mail discussion list or discussion board to online community directories. You can find them by typing " the community type" with the word "directory" in any search engine.
7. Create an e-zine just for people who participate in your online community. Allow them to subscribe for free. When they receive each issue, it will remind them to come back and participate in your community.
8. You (the owner of the online community) should participate regularly. Post information that will benefit the other people. This will show them you care about your online community members.
9. Have plenty of people to monitor your online community. They could remove postings that turn away people like profanity, spam and other off-subject postings.

10. Your online community should contain user friendly features, like a search option for archived discussions, easy posting or chatting options, email updates or digests, etc.

10 Ways To Erupt Your Sales Like A Volcano

1. Save time and money using ad submitters. You will reach a larger part of your target audience far more quickly than by manually submitting your ad.

2. Create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional.

3. Stop procrastinating and start finishing all your business tasks. Do one at a time. Do not get caught up thinking that you can never get them all done.

4. Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product.

5. Hire a business coach to help improve yourself and business. They could help increase your sales, motivate you, balance your workload, etc.

6. Stay away from being too comfortable with your income or life. You should always be making new goals for yourself and developing new sales ideas.

7. Stay away from becoming a workaholic. Your

mind needs time away from your business life. This will help your brain think clearly while working.

8. Create and follow short/long term goals for your business. The short goals can create early success and the long term goals can create future success.

9. Look for different ways to prove your business and products to your audience. You could collect testimonials, hold surveys, do scientific tests, etc.

10. Try new business ideas and strategies. Do not be afraid of changing what you're doing. You could try out technology, advertising, marketing, etc.

10 Ways To Get New Product Ideas

1. Solve an existing problem for people. There are thousands of problems in the world. Create a product that can provide a solution to one of those problems.

2. Find out what's the current hot trend. You can find out what the new trends are by watching T.V, reading magazines and surfing the net. Just create a product that's related to the current hot trend.

3. Improve a product that is already on the market. You see products at home, in ads, at stores etc. Just take a product that's already out there and improve it.

4. Create a new niche for a current product. You can set yourself apart from your competition by creating a niche. Your product could be faster, bigger, smaller, or quicker than you competitor's product.

5. Add on to an existing product. You could package your current product with other related products. For example, you could package a football with a team jersey and football cards.

6. Reincarnate an older product. Maybe you have a book that's out of print and is no longer being sold. You could change the title, design a new front cover, and bring some of the old content up to date.

7. Ask your current customers. You could contact some of your existing customers by phone or e-mail and ask them what kind of new products they would like to see on the market.

8. Combine two or more products together to create a new one. For example, you could take a brief case and add a thermos compartment inside to keep a drink hot or cold.

9. Survey the people who visit your web site. You could post a survey or questionnaire on your web site. Ask visitors what kind of products they would like to see on the market.

10. You could create a new market for your existing product. For example, if you're selling plastic bottles to a pop company, you could turn around and sell those bottles to a fruit drink company.

10 Ways To Get Your Ads Or Messages Noticed

Do you post to message boards, e-mail discussion

lists, classified ads sites, FFA sites or newsgroups? People will usually read the subject line before they read your ad or message, so it's important they get noticed. Below are ten simple, but powerful tips to get your ads or messages noticed.

1. Use extra white space creatively in your subject line. You can add extra blank spaces between your words or letters.
2. Combine capital letters with lower case letters. Use all capital letters in every other word or use a capital letter between every other lower case letter.
3. Add text symbols in your subject line. You could use them between words and letters. Start and end your subject with a text symbol. (*, \$, >, {,])
4. Begin your subject line with the word "STOP!". People have been trained their whole life to stop what they are doing when they see that word.
5. Ask people a question in your subject line. We all went to school and were repetitively branded to answer questions.
6. Use the word "FREE" in your subject line. Your offer should be attractive to your target audience. It could be free information, software, trials, etc.
7. Begin your subject line with an "online smile :)". People use smiles offline to gain people's attention and to win their trust, why not use them online too.

8. Don't use unbelievable claims in your subject line.
People have or know some who has been ripped off and trained themselves to ignore those claims.

9. Don't use all capital letters in your subject line.
It is hard to read, looks unprofessional, and on the internet it's considered a symbol for shouting.

10. Test different subject lines to see which ones draws the most traffic to your web site. Also, read the FAQ before posting a message or ad anywhere.

10 Ways To Increase Sales By Promoting Yourself

People will feel more comfortable purchasing your products if you give them a little information about yourself or business. The information could be your profile, employee profiles, overall business history, education credentials, awards you've won, etc. Below are 10 ways you can use to promote yourself.

1. Teach a free chat room class on a subject related to your business. You could install a chat room on your web site or use a free one from another web site. Before the class starts tell them a little about yourself.

2. Publish a free e-zine. Use some of the extra space in your e-zine to write about yourself or business. This could be called "A Note From the Editor".

3. Publish a section on your web site called "About Us". With your information you could also include pictures. This shows people your not hiding behind your business.

4. Write an article on your area of expertise. Include a resource box at the end of the article. You can add information about yourself in the resource box. E-mail the article to web sites or e-zines that accept article submissions.
5. Create and giveaway a free ebook. In the ebook include a section called "About The Author". Also, include an advertisement for your business.
6. Participate in online communities like newsgroups, discussion boards, e-mail discussion lists and chat rooms. You will meet many people and in return they will get to know you.
7. Donate your time, products, or services to charities. You can list the charities you've contributed to on your web site. This will show visitors that you and your business care about others.
8. Promote yourself offline; teach a free class offline, speak at business seminars, join a business club or association. Assemble fundraisers for charity. These are just few ideas to promote yourself offline.
9. Offer free consulting to your visitors. You could do it via e-mail or phone. They will get to know you and feel more comfortable buying your products.
10. Publish information about yourself and business history in your ad copy. While people are reading it they begin to trust you and your business. Don't over do it though, you want to keep them interested in your product.

10 Ways To Increase The Perceived Value Of Your Product

1. Sell your product at a higher price. This increases the perceived value because people usually associate the higher priced product as being better.
2. Offer a free trial or sample of your product. This increases the perceived value because people think you're confident in your product, so it must be good.
3. Include tons of testimonials on your ad copy. This increases the perceived value because you have actual proof of other people's experiences with your product.
4. Load your ad copy full of benefits. This increases the perceived value because people think they are getting solutions to a number of problems.
5. Offer an affiliate program with your product. This increases the perceived value because people can also make money with your product.
6. Give people a strong guarantee. This increases the perceived value because it shows that you stand behind your products.
7. Package your product with a lot of bonuses. This increases the perceived value because people feel they are getting more for their money.
8. Get your product endorsed by a famous person. This increases the perceived value because people

think that famous people wouldn't want their name associated with a poor product.

9. Include the reprint/reproduction rights with your product. This increases the perceived value because people can start a business and make money.

10. Get the word out about your product and brand it. This increases the perceived value because people believe the brand name products have better quality.

10 Ways To Increase Your Affiliate Commissions

1. Participate in chat rooms related to the product you're reselling. Start a conversation with a person without trying to sell to them. Later on, while you are chatting, mention the product you're reselling.

2. Create a free ebook with the advertisement and link of your affiliate web site. The subject of the free ebook should draw your target audience to download it. Also submit it to some ebook directories.

3. Start your own affiliate program directory. Join a large number of affiliate programs and list them all in a directory format on your web site. Then just advertise your free affiliate program directory.

4. Write your own affiliate program ads. If all the other affiliates use the same ads you do, that does not give you an edge over your competition. Use a different ad to give yourself an advantage over all the other affiliates.

5. Use a personal endorsement ad. Only use one if you've actually bought the product or service for the affiliate program. Tell people what kind of benefits and results you've received using the product.

6. Advertise the product you're reselling in your signature file. Use an attention getting headline and a good reason for them to visit your affiliate site. Make sure your sig file doesn't go over 5 lines.

7. Join a web ring. It should attract the same type of people that would be interested in buying the product you're reselling. You could also trade links on your own with other related web sites.

8. Participate on web discussion boards. Post your comments, answer other people's questions, and ask your own questions. Include your affiliate text link under each message you post.

9. Create a free ezine. Use your ezine to advertise the affiliate programs you've joined. Submit your ezine to online ezine directories and promote it on your web site.

10. Start a private web site. Use it as a free bonus if people buy the product you resell. You could also allow people to join for free and you could advertise the affiliate program you've joined.

10 Ways To Increase Your Traffic And Sales By Giving Away Software

1. Gain free advertising by submitting your software

to freebie and freeware/shareware web sites. This will increase the number of visitors to your web site.

2. If you created the free software yourself, you will become known as an expert. This will gain people's trust and they will buy your main product faster.
3. Offer your software as an extra free bonus to the people that buy one of your main products. People buy products quicker with free bonuses included.
4. Publish your free software on disk or CD-Rom then include it with your direct mail packages. This can increase the amount of orders you'll receive.
5. Build your opt-in e-mail list fast by asking your visitors to give you their contact information before they can download your software.
6. People love to get free stuff. They will visit your web site to download the free software. Make sure the software is attractive to your target audience.
7. Tell people they can download your software at no-cost if they link to your web site. This strategy will multiply your advertising all over the internet.
8. You will gain valuable referrals from people that tell others about the free software you give away. Word of mouth advertising can be very powerful.
9. Increase your e-zine's subscriber base by giving away software to people that subscribe to your e-zine. This'll give them an incentive to subscribe.

10. Give away software to your current customers as a way of letting them know you appreciate their business. This'll create loyalty and repeat sales.

10 Ways To Indirectly Get To The Top Of Search Engines

There are millions of web sites trying to get listed in the top 20 spots of the major search engines. That amounts to a lot of competition! I say if you can't get listed at the top, indirectly get to the top.

How do you do this? Look up the top 20 web sites on the major search engines under the keywords and phrases people would find your web site. The key would be to then advertise on those web sites.

The most expensive way would be to buy ad space on those web sites. If you don't want to spend any money, you could use the ten strategies below. These strategies may not apply to every web site.

1. Participate on their discussion boards. You could post questions, answer other peoples questions, and join in on conversations. Just include your signature file and link at the end of your messages.

2. Ask the web site owner if they would like a free ebook to giveaway to their visitors. You could have them link to your web site or include your ad in the free ebook.

3. Submit content to their web site. You could write articles for their web site and include your resource box and link at the end of the article. If they publish it, you'll indirectly be at the top of the search engines.

4. Write an excellent article review of their web site, products or services. Then publish the review on your web site. E-mail the web site owner and tell him or her about it. They may link to your web site so their visitors read it.

5. Ask the owner of the web site if they would want to trade advertising. If you don't get as much traffic as they do, you could throw in some extra incentives.

6. Propose a cross promotion deal with the web site. You both could promote each others products or services together in one package deal. This means a mention and link back to your web site.

7. Give the web site a testimonial for their product or service. Include a little text link for your web site with the testimonial. You never know; it could end up on their ad copy.

8. Post your advertisement on their free classified ad section on their web site. You want to be sure you have an attractive headline so they will read your ad.

9. Post your text link on their free-for-all links page. You want to go back and post your link regularly so it stays towards the top.

10. Sign their guest books. You could leave a short compliment about their web site on their guest book.

Just include your signature file and link at the end of your message.

10 Ways To Keep Visitors At Your Site Longer

The more time people spend at your web site, the more time you'll have to persuade them to buy your product or service. Below are ten powerful ways to keep visitors at your web site longer.

1. Provide your web site visitors with content they can't read anywhere else. People will stay longer at your web site to read the original content.
2. Remind your web site visitors they can print out your content. They may browse around your online store while it's printing.
3. Offer your web site visitors a freebie if they take the time to fill out your online survey. They'll be at the site longer and might buy something afterwards.
4. Offer your visitors free software that they can download right from your web site. While they are waiting they might read your ad.
5. Provide a huge online directory of information that your visitors could search. The directory must contain information your visitors would want.
6. Make sure all your web pages load fast or your visitors will leave fast. Time is precious; they won't waste it waiting for your site to load.

7. Tell your visitors what's offered at your web site at the very beginning. If people are confused about what's being offered they may leave too early.

8. Publish your web site professionally. People will get turned off and leave if they see a lot of spelling and grammar mistakes.

9. Make your site text easy to read. Most people won't strain their eyes trying to read text that is too small, light or bright.

10. Use headlines and sub headlines all over your your web site that will grab visitors attention. It will attract them to explore your web site longer.

10 Ways To Make Your Ad Command Attention

1. Place colorful graphs, pie charts and other charts in your ad copy. Use charts that will grab a persons eye and also support your product claims.

2. Highlight buying incentives like free bonuses and money back guarantees. You could place them in boxes or in front of a different colored background.

3. Use short sentences or sentence fragments in the body of your ad copy. A short burst of words can catch a skimmers eye with one quick glance.

4. Highlight all the important keywords and phrases in your ad copy. You could use bolding, underlining and color to highlight the important words.

5. Place attention grabbing pictures above and within your ad copy. A powerful technique is to use before and after pictures of people using your product.
6. Use a headline that catches the attention of your target audience. One of the most effective ways is to use a free offer as your headline.
7. Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub headlines.
8. Make your products list of benefits and features stand out by using a symbol in front of each of them. The symbol could be a dash, solid circle, star, etc.
9. Use sub headlines to break up your ad copy and to capture a skimmers eye. You could make them even more powerful by highlighting them with color.
10. Use attention grabbing adjectives to describe your product. For example sizzling, incredible, high power, ultramodern, killer, eye popping, etc.

10 Ways To Promote Your Web Site While Doing Non Business Tasks

1. Have a bumper sticker printed up with your web site address and other business information. Place it on the bumper of your car. People will see it when you're driving.

2. Have some t-shirts made with your web site address and other business information. Your family or friends could wear them almost anywhere.

3. Have some ball caps made with your web site address and other business information. Wear them to keep the sun out of your eyes and promote your business at the same time.

4. Have some business cards printed up with your web site address and other business information. Pass them out to people you meet or that might be interested in your business.

5. Have a magnetic sign made with your web site address and other business information. Place it on your car door or roof when you are traveling.

6. Have some flyers printed out with your web site address and other business information. Keep a few with you to hang on bulletin boards you see.

7. Have some jackets printed with your web site address and other business information. Give them away to family and friends. When it's too cold for t-shirts, you can wear jackets.

8. Have some duffle bags made with your web site address and other business information. Give them to family and friends as gifts or use them when you travel.

9. Have some pens imprinted with your web site address and other business information. When you

are done filling out your check or signing receipts leave it there for the next person to use or keep.

10. Have some mugs imprinted with your web site address and other business information. Use them when you have company or give them away to friends and family as gifts.

10 Ways To Propel Visitors To Your Order Page

1. Write your ad copy like you're talking directly to your visitors. Use the words "you", "your", and "you're" a lot in your ad copy.
2. Visit business discussion boards regularly. You could discover helpful advice, online resources and give your own two cents worth.
3. Gain free advertising by listing your business info in your chat room profile. Most chat rooms allow this, but check their rules to be sure.
4. Let people know about your affiliate program. Submit it to numerous affiliate program directories, announce it in your e-zine, put it in your sig file, etc.
5. Tell your visitors exactly what you want them to do at your web site. You may want them to order products, subscribe to your ezine, etc.
6. Focus your site on your visitor's desires, not on yourself. They want to know what's in it for them, not that you won an award for your business.

7. Try not to get caught up in loading your site with technological gizmos and gadgets. Concentrate on your words, they will do the actual selling.
8. Create your own ad copy; don't copy the basic run of the mill ad copy. Don't be afraid of trying something different to increase your sales.
9. Change you ads regularly. Your prospects can get bored seeing the same ad all the time. They usually see the ad 7 times before they actually buy.
10. Lower your negative word of mouth marketing. You'll always have customers that are dissatisfied. Try to please them as much as possible.

10 Ways To Sell Your Products Faster

1. Give people a deadline to order. Tell people if they order by Jan 28, 2000 they will get a discount or free bonuses. This will create an urgency so they don't put off buying.
2. Offer people a money back guarantee. The longer the guarantee the more effective it will be. It could be a 30 day, 60 day, 1 year, or lifetime guarantee.
3. Offer a free on-site repair service for products you sell. This is convenient for people because they won't have to send it away for repair and they won't have to be without the product for a long period of time.
4. Publish testimonials on your ad copy. They will

give your business credibility and you'll gain peoples trust. It's important to include the persons full name and location with the testimonial.

5. Give people free bonuses when they order your product or service. The free bonuses could be books, jewelry, reports, newsletters, etc.

6. Allow people to make money reselling the product or service. Tell people they can join your affiliate program, if they order. You could pay them per sale, per click, per referral, etc.

7. Offer free 24 hour help with all products you sell. Allow customers to ask you questions by e-mail, by toll free phone, by free fax, etc.

8. Provide free shipping with all orders. If you can't afford it, you could offer free shipping on orders over a specific dollar amount.

9. Give away a free sample of your product. You will gain people's trust when you allow them to try out a free sample of your product. If they like it they won't hesitate buying it.

10. Offer a buy one get one free deal. If you sell more than one product this type of deal works great. People will feel they are getting more for their money and order quicker.

10 Ways To Suck Up Orders Quicker Than A Super Vacuum

1. Increase the number of visitors that revisit your web site by publishing a free course right on your site. Just release a new lesson once a week.
2. Make sure your graphics load correctly on your web site. Broken graphics will make your business look very unprofessional.
3. Avoid using scrolling marquees on your web site. They take the attention away from your ad copy and make your web page load slower.
4. Make your web site writing exciting to read. You can use emotional words, descriptive adjectives, highlight keywords with color, etc.
5. Remember to reach out and touch your visitors offline. When your visitors give you offline contact information use it to send them some direct mail.
6. Use guest books to improve your web site. Your visitors will leave good and bad comments. Review the comments and use them to improve your site.
7. Regularly check and resubmit your web site's search engine rankings. They can drop very quickly because of all the competition.
8. Divide your price over a period of time to make it sound less. Offer a payment plan or show the per

day price. For example, "Only 33 cents per day!"

9. Promote your products within the content of your web site. If you write and offer free articles tie in a mention of the product or service you're selling.

10. Update the content on your web site regularly. You'll want to add new content and update the old content.

10 Ways Web Site Text Can Impact Your Reader's Buying Decision

The appearance of your web site text can actually increase or decrease your sales. The size, font, style and color of your text can easily affect your reader's buying decision. Below are ten points to consider when typing text on your web site.

1. Easy To Read- You want to make it easy for your visitors to read your text. You don't want to use a light colored text like yellow on a white background and you don't want to use dark blue text on a black background.

2. Create A Mood- You want to use the color of your text to create a mood for the reader. If you want to create excitement, use some red text. If you want to create greed, use a some green text. Use colors that would put you in a mood to buy your product.

3. Grab Their Attention- You can grab your readers attention by using headlines. Make the headline more noticeable by using a different colored headline than

your ad copy. This offsets the headline and pulls the reader into the rest of your ad copy.

4. Highlight Keywords- You can emphasize phrases and keywords that are important to your readers. For instance, use super, deluxe, fast, low price, free, new, etc. You could use bolding, underlining, italics, color changing, etc.

5. Sizing It Up- You don't want to use text that is too small or too large. You want to use larger text for your headlines and subheadings. You want to use smaller text for your ad copy. If your grandparents can't read it, it's too small.

6. Don't Use All CAPS!- You don't want to use all capital letters in your ad copy. It looks unprofessional and is hard to read. You may want to use all CAPS in your headlines to offset it.

7. Font Properly- You want to use a text font that relates to the product or services you're selling. You don't want to use a comic type font when you're selling business books.

8. Spacing Out- It's important to use spaces properly when typing your text. You should indent and bullet key benefits your product or service will give the reader. Your headlines, subheadings, sentences and paragraphs should be consistently spaced throughout your web site.

9. I Need Sunglasses- Don't use all bright text colors and backgrounds on your web site. It will make your text hard to read and actually bother your readers' eyes to the point they just decide to leave your site.

10. Check The Readability- It's important to check your spelling and grammar before you upload your web page. When writing an ad copy you're allowed to break some of those grammar rules to get your point across.

Further Resources

New! Steve Flashman is a marketing, media and communications professional.

Among other things, he has worked as a Business Development Manager in the Construction Industry. He has now released his

“Marketing For Construction Masterclass Video Training”

Great for individuals or staff training.

Get the first Video for free here:

<http://www.marketing.makingconstructionwork.com>

More resources for all:

Vital Resources For Construction Industry Professionals:

<http://www.makingconstructionwork.com>

Vital Resources For Home Publishing:

<http://www.mypublishingworld.com>

Vital Resources For Sustainable Issues:

<http://www.savetheworldinfo.com>

Vital Resources For Golf Enthusiasts:

<http://www.golfworldpro.com>

Vital Resources For Debt Advice & Business Ideas:

<http://www.thedebtpatrol.com>

Vital Resources For Home Improvements & Remodeling Projects:

<http://www.howtoremodelyourhome.com>

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