

Profit Booster Secrets

*Proven Strategies You Can Use Today to Increase
Your Sales and Profits Exponentially!*

I. Increase Your Price

- ✿ *What is the REAL reason for charging too little?*
- ✿ *Where is the FREE line, exactly?*
- ✿ *Do you undercharge?*
- ✿ *Ways to add value for a price increase*

2. Add a Bonus

- ✿ *Increase perceived value*
- ✿ *Bonus can be PLR or Public Domain*
- ✿ *Consider webinars or teleseminars*
- ✿ *Make sure your bonus is related!*

3. Add an Upsell

- ✿ *Upsells are common practice (would you like a car wash?)*
- ✿ *Should add value to or expand existing purchase*
- ✿ *Examples: Additional training, physical version, coaching*
- ✿ *Avoid upsell hell!*

4. Use an Email Sequence

- ✿ *Your product promotions should follow a specific pattern*
- ✿ *Say the same message in different ways*
- ✿ *Provide quality, related content or excerpts*
- ✿ *Include social proof*

5. Get a Coach or Mentor

- ✿ *It's tough to get to a new level on your own*
- ✿ *Provides objective feedback from having been there*
- ✿ *They should be where you want to be*
- ✿ *Accountability is essential to success*

6. Limited-Time Offers

- ✿ *People tend to procrastinate. This helps break that cycle*
- ✿ *Creates a sense of urgency*
- ✿ *Rewards early action-takers*
- ✿ *Helps identify your loyal customers*

7. Offer a Reward

- ✿ *Encourages people to respond (first 50 people receive X)*
- ✿ *Builds customer loyalty*
- ✿ *Adds fun to the promotion process*
- ✿ *Creates expectation*

8. Offers on Download Pages

- ✿ *Offer a related product of yours*
- ✿ *Promote a related affiliate product.*
- ✿ *Don't overlook services (hosting, domain names, etc.)*
- ✿ *Use free stuff to increase loyalty*

9. Offer Coupons

- ✿ *Reward faithful customers*
- ✿ *Limited-time promotions*
- ✿ *Dollar discounts usually better than percent discounts*
- ✿ *Give clear instructions on how to redeem the coupon*

10. Special Pricing

- ✿ *Adds a personal touch for existing customers*
- ✿ *Encourages loyalty*
- ✿ *Use in fV promotions to build your list and increase sales*
- ✿ *Works well with bundled packages*

II. Call Your Customers

- ✿ *Builds relationship*
- ✿ *Increase trust*
- ✿ *Can be easier to sell larger packages*
- ✿ *Especially focus on top 5%*

12. Prize or Giveaway

- ✿ *Increases participation from a larger audience*
- ✿ *Creates curiosity*
- ✿ *Keeps your business fun and interactive*
- ✿ *Be creative!*

13. Find JV Partners

- ✿ *It's all about relationship*
- ✿ *Make sure what you offer is a good fit*
- ✿ *Cross-promote where possible*
- ✿ *Follow-up is KEY!*

14. Start an Affiliate Program

- ✿ *Turn your customers into affiliates*
- ✿ *Connect with affiliate sites like Clickbank*
- ✿ *Make it as easy as possible for affiliates to sell your stuff*
- ✿ *Teach your affiliates how to sell your products*

15. Have an Affiliate Contest

- ✦ *Encourages affiliates to sell more for bragging rights*
- ✦ *Offer fun or desirable prizes based on performance*
- ✦ *Structure your contest in a way that covers your prizes*
- ✦ *Keep it fun with updated leaderboards*

16. Host a Webinar

- ✿ *Easy way to create complete products of value quickly*
- ✿ *Can be repurposed in a number of ways*
- ✿ *Get paid to create your product*
- ✿ *Forces you to “get ‘er done!”*

17. Create New Products

- ✿ *Establish a regular product creation cycle*
- ✿ *Content can come from a variety of sources*
- ✿ *Interviews, Public Domain, PLR, webinars, etc.*
- ✿ *Create products at different price points for your funnel*

18. Start Speak from the Stage

- ✦ *Builds credibility*
- ✦ *Often will have an opportunity to sell*
- ✦ *Engage your audience to follow up later*
- ✦ *Virtual events are also great to participate in*

19. Share Reciprocal Links

- ✿ *Include a product promotion link in both autoresponders*
- ✿ *Mutually beneficial for both parties...cross-pollination*
- ✿ *Opens up opportunities for additional interaction*
- ✿ *Works on download pages or blog posts as well*

20. Offer Product Bundles

- ✿ *Provides a great value at a lower price*
- ✿ *Decreases price objections*
- ✿ *Create new products to add to existing products*
- ✿ *Offer them for a limited time*

21. Create a Membership Site

- ✿ *Most products can be broken up into 12 parts or 52 parts*
- ✿ *A \$97 product at \$17/month = \$204 (double the price)*
- ✿ *Wordpress with the Profits Theme makes it easy*
- ✿ *Create fixed-term or ongoing membership sites*

22. Re-Purpose Your Content

- ✿ *A single webinar can become an audio, e-book, etc.*
- ✿ *E-books can be turned into videos, audiobooks and more*
- ✿ *Use existing content as an outline and re-teach it*
- ✿ *Multiple products combine into a new, larger product*

23. Sell on Amazon

- ✿ *Creates increased exposure and credibility*
- ✿ *New stream of income and traffic*
- ✿ *If it isn't on Amazon, it isn't real*
- ✿ *Plugs you into 90 million buying customers per month*

24. Include Affiliate Links

- ✿ *Any recommendation should be your affiliate link*
- ✿ *Promote products, services, coaching, etc.*
- ✿ *Works for ANY type of product*
- ✿ *Use URL shorteners if needed like bit.ly or GoCodes*

25. Add Banner Ads

- ✿ *Promote related products and services as an affiliate*
- ✿ *Don't go crazy with them*
- ✿ *The 125 X 125 size works great for blogs*
- ✿ *Rotate them regular to identify which products sell best*

26. Use Your Signature Line

- ✦ *Includes e-mail signatures and forum signatures*
- ✦ *Also works well with blog comments*
- ✦ *Advertise your products or an affiliate product*
- ✦ *Mention your blog and social sites*

27. Use Social Sites

- ✿ *Builds relationships and trust*
- ✿ *Gain exposure to much larger audiences*
- ✿ *Don't overdo it!*
- ✿ *Facebook, Twitter, LinkedIn, YouTube, etc.*

28. Create Promotion Videos

- ✦ *Google LOVES Video*
- ✦ *Easier to communicate your product message*
- ✦ *Traffic benefits from the backlinks and exposure*
- ✦ *Use distribution channels like Traffic Geysers or PixelPipe*

29. Sell Your Product on eBay

- ✦ *Tap into 67 million shopping visitors per month*
- ✦ *Identify popular markets with eBay Pulse*
- ✦ *Include links to your products and offers*
- ✦ *Don't overlook sites like Zazzle and CafePress*

30. Translate Your Product

- ✿ *English isn't the ONLY language in the world*
- ✿ *Reach new markets working with translators*
- ✿ *Also translate websites, blog, articles, etc.*
- ✿ *Google Insights for Search helps clarify the best options*