

1500+ SMART INTERNET MARKETING TIPS TO GROW YOUR BUSINESS ONLINE & OFF!



Heidi Richards Mooney

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INTRODUCTION

How Would You Like To Get A Complete Online Marketing Education In A Fraction Of The Time And At A Fraction Of The Cost?

You want to make money online but you don't have much knowledge and skills for you to begin with. The challenge though is education is indeed expensive and if you want to do some self-study, you might end-up spending more time doing it without getting any profitable result.

If you want to become successful in any areas, it's obvious you need a mentor or someone who you can follow with, this way, you can avoid those mistakes this entrepreneurs made along their journey. In fact, inside this report you are about to learn those ideas that are necessary for you to start and grow your own money-making empire online.

This ebook contains 1500+ internet marketing tips to grow your business.

The tips are broken down by topic area such as book promoting, product promotion and marketing, sales, article marketing, affiliate marketing, social media marketing, funnel system marketing, general business marketing tips and more! Much. More!

10 SMART WAYS TO MULTIPLY YOUR SALES



10 Smart Ways To Multiply Your Sales

1. When you make your first sale, follow-up with the customer. You could follow-up with a "thank you" email and include an advertisement for other products you sell. You could follow-up every few months.
2. You could upsell to your customers. When they're at your order page, tell them about a few extra related products you have for sale. They could just add it to their original order.
3. Tell your customers if they refer four customers to your website, they will receive a full rebate of their purchase price. This will turn one sale into three sales.
4. When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made.
5. Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.
6. You could cross promote your product with other businesses' products in a package deal. You can include an ad or flyer for other products you sell and have other businesses selling for you.
7. When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will attract them to buy more products from you.
8. Send your customers a catalog of add-on products for the original product they purchased. This could be upgrades, special services, attachments, etc. If they enjoy your product they will buy the extra add-ons.
9. Sell gift certificates for your products. You'll make sales from the purchase of the gift certificate, when the recipient cashes it in. They could also buy other items from your website.
10. Send your customers free products with their product package. The freebies should have your ad printed on them. It could be bumper stickers, ball caps, t-shirts etc. This will allow other people to see your ad and order.

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10 SMART WAYS TO JUMPSTART YOUR SALES

1. Find a strategic business partner. Look for ones that have the same objective. You can trade leads, share marketing info, sell package deals, etc.
2. Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or websites for republishing.
3. Start an auction on your website. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders.
4. Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure.
5. Model other successful business or people. I'm not saying out right copy them, but practice some of the same habits that have made them succeed.
6. Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results.
7. Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc.
8. Ask people online to review your website. You can use the comments you get to improve your website or you may turn the reviewer into a customer.
9. Outsource part of your workload. You'll save on most employee costs. You could outsource your secretarial work, accounting, marketing, etc.
10. Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it.

10 SMART WAYS TO ATTRACT MORE ORDERS

1. Create a free ebook directory on a specific topic at your website. People will visit your website to read the free ebooks and may see your product ad.
2. Turn part of your website into a members only website. Instead of charging for access, use it as a free bonus for one of your products.

3. Add a free classified ad section to your website. You could then trade banner ads with other websites that have free classified ad sections.
4. Create two versions of your e-zine so people can choose if they want ads included with it or not. This will attract the people who hate ads to subscribe.
5. Publish your e-zine only on your website. Have people subscribe to a "new issue" e-mail reminder. This could really increase your traffic and sales.
6. Sell advertising space in your product package. You could sell inserts, flyers, brochures, booklets, and digital ads for electronic products.
7. Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses.
8. Allow people to download software or e-books from your website at no cost. Just ask your visitors in return if they'll refer their friends to your website.
9. Build up the number of people that join your free affiliate program quickly by temporarily offering your product for free to the people who sign up.
10. Negotiate with e-zine publishers to get free or discounted ads by letting them join your affiliate program and earn commissions on the ad you run.

10 SMART BENEFITS OF SUBMITTING ARTICLES TO E-ZINES

1. You'll brand your website, business and yourself by submitting articles to e-zines. You could include your name, business name, your credentials, website address and e-mail address in your resource box.
2. You will become known as an expert on the topics you write about. This will give you and your business extra credibility which will help you compete against your competition.
3. Your article might also be placed on the publisher's home page. If they publish each issue on their homepage this will give you some extra exposure.
4. You might get extra exposure if the e-zine publisher archives their e-zine on their site. People might want to read the back issues before they make the decision to subscribe.

5. You will get free advertising. This will allow you to spend your profits on other forms of advertising. You could buy advertisements in other e-zines that don't publish your articles.
6. You might get extra income from people wanting to hire you to write other articles, books, or even ask to speak at seminars. This is a great way to multiply your income.
7. You could allow e-zine publishers to publish your articles in their free e-books. Since people give them away, your advertising could multiply all over the internet.
8. You will get your article published all over the web when you submit it to an e-zine publisher that has a free content directory on their website. They'll allow their visitors to republish your article.
9. You'll gain people's trust. If they read your article and like it, they won't be as hesitant to buy your product or service. You will then be able to increase your profits.
10. You could get your article guaranteed to run in an e-zine. You could agree to run one of their articles in your e-zine if, in exchange, they run yours in their e-zine. It's a win/win situation.

10 SMART WAYS TO SKYROCKET YOUR PROFITS

1. Use a "P.S." at the end of your ad copy. This is where you either want to repeat a strong benefit or use a strong close like a free bonus.
2. Publish a free ebook and give it away from your website or in your e-zine. This will increase your traffic, sales and e-zine subscribers.
3. Create multiple streams of income with your website. You could sell your own products, join affiliate programs, sell advertising space, etc.
4. Give your visitors compliments in your ad copy. This can earn their trust and put them in a good mood, in return they will be easier to sell too.
5. Create new products or services only if there is a strong need for them. You won't have anyone to sell them to if you don't have a market.
6. Sell your backend products to your customers right after they order. Take them to a "Thank You" web page which includes other products you sell.

7. Sell a few products on your website instead of selling a large amount of products. To many choice can overwhelm your visitors and they won't buy.
8. Include content and free stuff on your website that promote the products you're selling. If they don't read your ads, they may read your offerings.
9. Remind your visitors that you're human, not just a website. You could publish information on your family life, a picture of yourself , a profile, etc.
10. Provide a "Contact Page" on your website. Give your visitors as many options to contact you as possible. This will add credibility to your business.

10 SMART WAYS TO IGNITE YOUR SALES

1. Sign-up to win website awards. When you win, some award sites publish your website link, name and description on their site.
2. Join online business associations or clubs. If you join, they will usually list all their members on their website. It will give your business extra exposure.
3. Utilize a simple form of viral marketing. Write or have someone else write a small report with your ad included on it and allow others to give it away.
4. Improve your business by promoting customer feedback. Tell them you want their honest opinions about your business, good or bad.
5. Design your packaging so it sells your products. Utilize colors and lettering that make your product more attractive to your prospects.
6. Compare your product's guarantee to your main competitors. Find a niche where you can design your guarantee to be more powerful.
7. Try not to assume your audience understands everything in your ad copy. If you have words they may not know the meaning to, define them.
8. Build alliances with other online businesses. You could trade links or ads, create joint venture deals, cross promote your products, etc.

9. Design your website to be a valuable resource for people. Include original content, links to other interesting websites, ebooks, software, etc.

10. Compete with the highly branded businesses by practicing good customer service, strong product quality and speedy service.

10 SMART WAYS TO ANCHOR DOWN MORE SALES

1. Multiply your marketing and advertising efforts on the Internet. You can accomplish this by starting an affiliate program or using viral marketing.

2. Increase your ratio of visitors who purchase your product(s). You could change your headline, offer a stronger guarantee, add testimonials, etc.

3. Find out who are your strongest leads for buying your product by offering a free ezine. The visitors that are very interested will subscribe to it.

4. Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them.

5. Publish an e-zine for your employees. This could motivate them to do a better job or fill them in on where your business is headed.

6. Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business

7. Attract people to link to your website. You could offer them a discount on the products you sell or give them free stuff for linking.

8. Develop your own opt in email list by giving your visitors a reason to give you their e-mail address. Allow them sign up to free stuff and contests.

9. Create a "PR" web page for your business. List information which could be considered newsworthy for e-zines, newspapers, magazines, etc.

10. Give your business and products credibility by linking to websites that have written positive stories about your business.

10 SMART WAYS TO ATTRACT PEOPLE TO YOUR WEBSITE



10 Smart Ways To Attract People To Your Website

1. Give people a free subscription to your e-zine. Almost everyone is publishing an e-zine nowadays so it's important to give something extra with the free subscription. You could offer a free gift or advertising when people subscribe.

2. Provide your visitors with free content. Your content will be more attractive to your visitors if it's up-to-date or original. You could also offer people the option to reprint the content in their e-zine or website.

3. Offer a free online directory. The directory could be full of interesting ebooks, e-zines, websites etc. If people find your directory to be a valuable resource they will visit it over and over.

4. Give your visitors a free ebook. You could also include your own ad in the ebook and allow other people to give it away. If you don't want to take the time to write one, you could create an anthology and ask other writers' permission to use their articles.

5. Hold free online classes or seminars. They could be held in your website's chat room. The idea of "live" information will definitely entice people to visit your website. You will become known as an expert on the topic.

6. Give visitors a free entry into your contest or sweepstakes. The prizes should be something of interest or value to your visitors. Most people who enter will continually revisit your website to get the results.

7. Let visitors download free software. It could be freeware, shareware, demos etc. You could even turn part of your site into a free software directory. If you created the software, include your ad inside and let other people give it away.

8. Offer free online services or utilities from your website. They could be search engine submitting, copy writing proofreading etc. The service or utility should be helpful to your target audience.

9. Give free consulting to people who visit your website. You could offer your knowledge via e-mail or by telephone. People will consider this a huge value because consulting fees can be very expensive.

10. Give your visitors a free membership to your online club. People want to belong to something, why not your online club. You could also give away a free e-zine for club members only.

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10 SMART WAYS TO REDUCE YOUR BUSINESS COSTS

1. Barter

If you have a business you should be bartering goods and services with other businesses.

You should try to trade for something before you buy it. Bartering often requires little or no money from either party.

2. Network

Try networking your business with other businesses. You could trade leads or mailing lists. This will cut down on your marketing and advertising costs. You may also try bartering goods and services with them.

3. Wholesale/Bulk

You'll save money buying your business supplies in bulk quantities. You could get a membership at a wholesale warehouse or buy them through a mail order wholesaler. Buy the supplies you are always running out of.

4. Free Stuff

You should try visiting the thousands of freebie sites on the internet before buying your business supplies. You can find free software, graphics, backgrounds, online business services etc.

5. Borrow/Rent

Have you ever purchased business equipment you only needed for a small period of time? You could have just borrowed the equipment from someone else or rented the equipment from a "rent-all" store.

6. Online/Offline Auctions

You can find lower prices on business supplies and equipment at online and offline auctions. I'm not saying all the time, but before you go pay retail for these items try bidding on them first.

7. Plan Ahead

Make a list of business supplies or equipment you'll need in the future. Keep an eye out for stores that have big sales. Purchase the supplies when they go on sale before you need them.

8. Used Stuff

If your business equipment and supplies don't need to be new, buy them used. You can find used items at yard and garage sales, used stores, used stuff for sale message boards and newsgroups etc.

9. Negotiate

You should always try negotiate a lower price for any business equipment or supplies. It doesn't hurt to try. Pretend you are talking to a salesman at a car lot.

10. Search

You can always be searching for new suppliers for your business supplies and equipment. Look for suppliers with lower prices and better quality. Don't just be satisfied with a few.

10 SMART WAYS TO EXPLODE YOUR ORDERS

1. Persuade visitors to link to your website. Give them a freebie in exchange for them linking to your website. It could be content, software, etc.

2. Link to websites that provide useful information or services for your visitors. If you have many useful links on your site, they may make it their start page.

3. Spice-up your website's wording using plenty of adjectives. It gives your visitors a clearer vision of what your explaining or describing to them.

4. Don't make your banner ads look like ads. Most people ignore banner ads. Design them to look like content and have them click to read the rest.

5. Join affiliate programs that go with the theme of your website. You'll just be wasting valuable space and time if your visitors aren't interested in them.

6. Market your website as a free club instead of a website. This'll increase your repeat visitors and sales because people enjoy belonging to groups.

7. Interact with your online customers on a regular basis. This'll show them you care about them. You could use a chat room, forum or message system.

8. Check your website links regularly. After people click on one link, and it doesn't work, they usually won't risk wasting their time clicking on another one.

9. Give visitors a positive experience when they're at your website. Provide them with original content and free stuff. They'll tell all of their friends about it.

10. Share customers with other businesses that have the same target audience. Offer their product to your customers if, in exchange they do the same for you.

10 SMART WAYS TO TURBO-BOOST YOUR SALES

1. Design your website to be a targeted resource center. Choose one subject and build on it. You'll gain repeat visitors interested in that topic.
2. Offer something that is really free. If people go to your site and what you said was free really isn't, you'll lose their trust and they won't buy anything.
3. Add a chat room or message board to your website. People want to interact with other people having the same interests as them.
4. Entice people to link to your website by giving them something free in return. This'll increase your ranking in some search engines.
5. Trigger your reader's emotions in your ad copy. Example, if you sell a book on gambling tips, tell them the feelings they'll get when they win money.
6. Make sure your site looks good in all browsers. You could be losing sales because it looks distorted in some web browsers.
7. Increase your sales by e-mailing full page ads to your e-zine subscribers. Remember to tell people before they subscribe or they may consider it spam.
8. Ask people questions in your ad copy that make them think about their problems. For example: Do you want to be free of your debts?
9. Magnify the size of your prospects problem in your ad; show how your product can solve it. The bigger the problem, the more sales you'll have.
10. Invest a percentage of your profits right back into your business. Spend it on marketing, product improvement, customer service, advertising, etc.

10 SMART WAYS TO LAUNCH YOUR PROFITS

1. Advertise your website with banner ads that are animated and include a call to action. You must grab people's attention and make them to click.
2. Use pop up windows or advertisements on your website. They grab your visitors' attention because they jump right out at them.

3. Buy internet business books, ebooks, private site memberships, etc. Study and learn all the new website promotional ideas you can.
4. Analyze all your promotional efforts. Concentrate on the ones that work and drop the ones that don't work. Don't waste your valuable time.
5. Get the most from each one of your visitors. Ask them to subscribe to your e-zine, participate on your message board, bookmark your site, etc.
6. Use text links if your banner ads are not pulling traffic. People don't ignore text links as much as they do banner ads.
7. Trade content with other ezine publishers or websites. This is a powerful and effective way to place your links on other targeted websites.
8. Keep your product available to your customers at all times. If you have to backorder it, they may end up canceling their order.
9. Use content on your website so people can skim through it easily. Most people have little time so try using lists, short tips, short articles, etc
- 10 Add a message board or chat room to your website. If people enjoy it, they will revisit your website to participate regularly.

10 SMART, EYE POPPING, JAW DROPPING AD COPY SECRETS

1. Use a hand written letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales.
2. Publish a list of famous and respected customers who have bought from you on your a copy. People will think if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first.
3. Show before and after photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of the resolution to the problem when they use your product.

4. Include an article or review that has been written about you or your business with your ad copy. This will show people your business is respected and will increase your credibility.
5. When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product.
6. Hire a famous person to endorse your product or service. Make sure the person is well known to your target audience. Include their picture and statements on your ad copy.
7. Include your own picture on your ad copy. This will show people you're not hiding behind your ad copy and will increase their trust. Also, include your contact information below the picture and a brief statement or quote.
8. Tell your potential customers on your ad copy that you will donate a percentage of their purchase price to specific charity. This will show them you really care about the people. They may just buy your product to donate to the charity.
9. Ask your potential customers plenty of yes and no questions in your ad copy. The questions should remind them of their problem and make them think about what will happen if they don't purchase your product.
10. Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy the greater chance of them purchasing.

10 SMART ONLINE SALES GRABBERS

1. Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, free gift wrapping, etc.
2. Make your small business look big on the world wide web. Design your website using professional graphics, ordering systems, organized layouts, etc.
3. Attract a lot more customers by giving them clear ordering instructions. Give them all the information they need so they can complete their order easily.
4. Give your customers buying incentives so they'll make repeat purchases. Offer them discounts, free gifts, bonus points, etc.

5. Tell people about your site whenever you get a chance. Those people will tell other people and so on. It's a cheap way to multiply your advertising.
6. Write and send press releases for your website. Use a strong headlines, make it newsworthy, and tell the journalist why their readers would like it.
7. Use a lot of headlines on your website and ezine. Some types of headlines are free offers, questions, problem solvers, sales, and statistics.
8. Design graphics, templates, buttons and banner ads for other sites. Allow people to use them in exchange for your web link on their home page.
9. Use time saving promotional software. You can automate your search engine submissions, posting to online classified sites, etc.
10. Advertise your online business by dressing in clothes that are imprinted with your ad. It could be a T-shirt, ball cap, coat, etc.

10 SMART, HIGH POWERED WAYS TO INCREASE YOUR TRAFFIC

1. Trade links with other websites. They should be related to the subject of your website. Instead of trading links, you could also trade banner ads, half page ads, classified ads, etc.
2. Start an e-zine for your website. When people read each issue they'll be reminded to revisit your website. 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, websites 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 website at the same time.
6. Combine your products or services into one big package deal with other businesses offerings. You could share a website 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 SMART, 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 website, 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 website. 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 website 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 website directory. Just require that they return a link back to your website, advertising your directory.
6. Allow people to provide your free online service to their website, 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 website.
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 SMART, 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 website.

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

10 SMART WAYS TO KEEP YOUR SALES SOARING



10 Smart 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 website 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 website. Sometimes people link their business credibility to yours.

4. People have been taught all their life to respect people in authority. Tell your visitors 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 website. 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 you will give a percentage of the profits to that charity.

8. Hold a "buy the most wins contest" on your website. Tell people each monthly winner will get their entire purchase refunded.

9. Attract visitors to your website 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 website by submitting it to ezines.

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10 SMART 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 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 reader's trust to buy your products or services.

10 SMART, 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 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 website. 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 auto-responder format. This will give your subscribers and website visitors easy access to them.
8. Publish your entire website 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 SMART, INTRIGUING WAYS TO PROPEL YOUR ONLINE SALES

1. Add extra subjects to your website. Most free ad sites only allow you to submit your website 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 competition's 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 websites that draw your initial target audience. Then you can lead your prospects to your main website by linking to your other websites.
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 SMART 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 website 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 website to solve it. People will visit and see your ads.
6. Have an informative FAQ page at your website. 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 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 SMART 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, 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 websites on a popular topic to 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 website 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 website 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 SMART WAYS TO JUMPSTART YOUR PROFITS

1. Offer to write exclusive articles (that means you only submit them to one place) for high traffic websites in exchange for a link back to your site.
2. Create a positive online image. Tell your visitors about fundraisers you have sponsored or 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 who told you they couldn't access your site, it might be your host.
6. Allow your visitors experience to be an enjoyable one at your website. Provide easy navigation, good content, fast loading graphics, search options, etc.
7. Keep changing or adding freebies to your website. If people see the same freebie in your ads they will say to themselves, "been there done that".
8. Add a directory to your website. When visitors submit their website, 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 websites that your target audience or yourself would visit. They should

offer their visitors valuable content or freebies.

10 SMART WAYS TO KEEP YOUR PROFITS ROLLING IN

1. Give people a free online utility. When you offer a utility that can solve a person's problem, people will definitely visit your website.
2. Offer a free affiliate/reseller program. When you offer people a free opportunity to make money they will line up to visit your website.
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 website.
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 SMART 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, website 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 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, website 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 SMART 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 voicemail. Then you could convert the recording into an online audio file and upload it to your website. You can find more information about converting audio recordings by typing "real audio" at a search engine.
4. **POSTCARDS** Have people send you their testimonial on a postcard, scan it and upload it to your website. This will give people proof the testimonial isn't fake because it will have a postmark 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. **HANDWRITTEN LETTERS** This is similar to the "electronic signature" tip. Scan and upload the entire written testimonial or letter to your website. This will give your testimonials a feel of realism.
7. **RECORDINGS** You could record people's 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 recordings by typing "real video" at a search engine.

10 SMART 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 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 website, 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 SMART WAYS TO MULTIPLY YOUR ORDERS



10 Smart Ways To Multiply Your Orders

1. Use reward programs to keep people revisiting your website and buying your products. You could reward gifts or discounts for revisiting or buying
2. Publish e-zines for other websites 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 website 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 website as long as possible. Allow them to download free ebooks, sign-up for contests, use free online services, etc.

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10 SMART 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 you are 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 website 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 SMART, ENTICING 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 affect 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 SMART, MINDFUL 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 website 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 you are an expert, because authority can persuade people to buy. You could publish an article, write an ebook, etc.

10 MORE SMART 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 website. 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 website print on it.
7. Increase your traffic by creating other websites that relate to the latest new fad. You just advertise your main website on your fad websites.
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 your visitors want to know more about. Publish the interview in article or audio format on your website.

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

10 SMART, 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 relieve aches and pains or want to sleep in a more comfortable bed. What's the one thing that 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 SMART, 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 website 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 website 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 aimed directly at your audience. If you're selling things to lawyers use a headline like "Attention All Lawyers!".

10 SMART, 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 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 SMART, POWER PACKED WAYS TO BOOST YOUR PROFITS

1. Sell a few back end products 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 website.
4. Create an alliance with 3 or 4 websites. Include each of your ads or banners on the other websites. 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 SMART, 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 people's attention quickly.
6. Keep your website consistent. You don't want to keep things on your website that are unrelated to the theme of your website.
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 website. This will create an extra income stream for your business.
9. Make your website 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 your target audience would congregate around.

10 SMART, PROFITABLE REASONS TO ADD A DISCUSSION BOARD OR CHAT ROOM TO YOUR WEBSITE

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 website to participate on your discussion board or chat room. They will meet other people with similar interests and your website will become a hang out where they can chat.
3. You can learn important information about your visitors by reading the conversations they have. They may chat about your website 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 website 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 website.
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 websites 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 SMART, PROVEN WAYS TO ACCELERATE YOUR PROFITS

1. Make copies of your website in many different languages. This'll allow foreign speaking people to read your website 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 SMART 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.



10 SMART Reasons To Form A Strategic Business 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 salespeople 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.

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10 REASONS PEOPLE DON'T BUY FROM YOU

1. You don't make people feel safe when they order. Remind people 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 website. 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, website, fax, mail, etc.
6. You don't make your website look professional. You want to have your own domain name. Your website should be easy to navigate through. The graphics should be related to the theme of your website.
7. You don't let people read your ad before they get your freebie. When you use free stuff to lure people to your website 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 PEOPLE DON'T VISIT YOUR WEBSITE

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 website.

2. You don't offer free software. Most people like to find good deals on software for their computers. If the software is free, 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 websites on a particular topic 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 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 website.

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 website.

8. You don't offer a free online utility. When you offer a utility that can solve a problem, people will visit your website. 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 website. People want up-to-date news on the topics they are interested in. They will also be interested in visiting your website.

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 website.

10 SMART, 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 website. Just because it won't sell doesn't mean people won't visit your website to get it for free. They may see other products and buy 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 website. 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 website address 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 SMART 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 website in ebook format. This will allow them time to view it offline.

5. Use tons of headlines and sub headlines on your website. This will keep their attention and keep them at your website longer.

6. Take advantage of popular fads. If something is popular at the current time, put up a website about it. Just promote your main site on the fad website.

7. Allow your prospects to choose between a retail or wholesale price. Charge people a membership fee to always get the products at wholesale cost.

8. Allow other related websites 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 website and others will link to your site because they'll want to join the ring.

10 SMART WAYS TO ENERGIZE YOUR SALES

1. Start your own internet radio station. It could be related to the theme of your website 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 website 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 SMART WAYS TO SUPER-CHARGE YOUR SALES

1. Test different website color themes to see which combination will sell your product better. You can also test the size and style of your website text.
2. Promise your readers an end result or outcome in your ad. You must give them a solid guarantee 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 website 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 website 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 website. When you display the award graphics on your website it will increase your credibility and professionalism.

10 SMART, 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 website 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 website 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 SMART, 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 website. 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 website which will give your business extra credibility.

10 SMART, 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 reader's attention. They'll keep the readers interested as they continue to read your ad.

3. You could ask your reader questions throughout 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 throughout 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 stand out 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 stand-out.

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 lessen 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 SMART, STRATEGIC WAYS TO MAXIMIZE YOUR PROFITS



10 SMART, Strategic Ways To Maximize Your Profits

1. Tell people the point or focus of your website. 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 website. 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 website 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 websites. 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 website and free e-mail newsletter into different languages. This will increase your overall 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.

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10 SMART PHRASES THAT WILL INCREASE YOUR TRAFFIC

1 "Bookmark This website Now" Tell your visitors to bookmark your website. They may see your website listed in their bookmarks and visit again. You should also give them a good reason to bookmark your site.

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 website 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 website. This may help you increase traffic to your website.

5. "Use Our Free Content On Your Site Or In Your E-zine" Allow your visitors to use your articles on their own website 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 website To A Friend" Ask your visitors to refer your website to a friend(s). They may know someone who would benefit from visiting your website.

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 website 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 website to try.

9. "Give Away Our Freebie To Your Visitors" Allow your visitors to give away your online freebies to people who visit your website. 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 website.

10 SMART, 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 website 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 website. Use phrases like; "Refer This Our website To A Friend" or "Link To Our website"
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 website. 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 outbid 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 SMART TIPS FOR WRITING A HIGHLY PERSUASIVE AD

1. Publish a picture of yourself in your ad. This will show people you're not hiding behind your website 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 you've written, it gives you credibility because it shows you're an expert.
7. Have a professional looking website 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 SMART 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 SMART 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 "up-selling" 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 up-selling! 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 SMART 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 paperwork 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 workspace 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 your order and delivery system with the extra help. Your customers will appreciate the fast service and you'll have a higher chance 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 SMART WAYS TO EXPAND 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 website. Give other websites the option of offering it to their visitors. This'll multiply your advertising all over the internet.
3. Tell your potential customers 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 website that's easy to remember. If you can't find a good one left, use your actual birth name.
8. Position your website at the top of pay-per-click search engines. You will only pay your set amount for each click-through you get to your website.
9. Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, website 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 SMART WAYS TO CATAPULT YOUR SALES

1. Swap endorsement advertisements with other websites. 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 website 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 websites. 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 website. 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 website. It's a fact, people like to win things. If you can fulfill that need, people will visit.

10 SMART 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 website. 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 website 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 website. 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 SMART 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 website looks unprofessional.

3. Stop procrastinating and start finishing all your business tasks. Do one at a time. Do not get caught up thinking 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 website 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 SMART WAYS TO GET NEW PRODUCT IDEAS



10 SMART 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 website. You could post a survey or questionnaire on your website. 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.

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10 SMART 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 lowercase 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 someone 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 website. Also, read the FAQ before posting a message or ad anywhere.

10 SMART 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 website or use a free one from another website. 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 website called "About Us". With your information you could also include pictures. This shows people you're 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 websites 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 website. This will show visitors 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 overdo it though, you want to keep them interested in your product.

10 SMART 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 SMART 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 website. 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 website. 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 webring. 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 websites.
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 website.
10. Start a private website. 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 SMART WAYS TO INCREASE YOUR TRAFFIC AND SALES BY GIVING AWAY SOFTWARE

1. Gain free advertising by submitting your software to freebie and freeware/shareware websites. This will increase the number of visitors to your website.
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 website 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 website. 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 SMART WAYS TO INDIRECTLY GET TO THE TOP OF SEARCH ENGINES

There are millions of websites 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 websites on the major search engines under the keywords and phrases people would find your website. The key would be to then advertise on those websites.

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

1. Participate on their discussion boards. You could post questions, answer other people's questions, and join in on conversations. Just include your signature file and link at the end of your messages.
2. Ask the website owner if they would like a free ebook to giveaway to their visitors. You could have them link to your website or include your ad in the free ebook.
3. Submit content to their website. You could write articles for their website 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 website, products or services. Then publish the review on your website. E-mail the website owner and tell him or her about it. They may link to your website so their visitors read it.
5. Ask the owner of the website 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 website. You both could promote each others products or services together in one package deal. This means a mention and link back to your website.
7. Give the website a testimonial for their product or service. Include a little text link for your website 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 website. 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 website on their guest book. Just include your signature file and link at the end of your message.

10 SMART WAYS TO KEEP VISITORS AT YOUR SITE LONGER

The more time people spend at your website, 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 website longer.

1. Provide your website visitors with content they can't read anywhere else. People will stay longer at your website to read the original content.

2. Remind your website visitors they can print out your content. They may browse around your online store while it's printing.
3. Offer your website 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 they can download right from your website. 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 website at the very beginning. If people are confused about what's being offered they may leave too early.
8. Publish your website 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 website that will grab visitors attention. It will attract them to explore your website longer.

10 SMART 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 person's 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 SMART WAYS TO PROMOTE YOUR WEBSITE WHILE DOING NON BUSINESS TASKS

1. Have a bumper sticker printed up with your website 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 website address and other business information. Your family or friends could wear them almost anywhere.
3. Have some ball caps made with your website 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 website address and other business information. Pass them out to people you meet or might be interested in your business.
5. Have a magnetic sign made with your website 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 website address and other business information. Keep a few with you to hang on bulletin boards you see.
7. Have some jackets printed with your website 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 website 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 website 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 website address and other business information. Use them when you have company or give them away to friends and family as gifts.

10 SMART WAYS TO GET 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 website. 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 your 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 SMART WAYS TO SELL YOUR PRODUCTS EVEN FASTER

1. Give people a deadline to order. Tell people if they order by a specific date, 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 people's trust. It's important to include the person's 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 SMART WAYS TO INCREASE ORDERS QUICKER THAN JET PLANE

1. Increase the number of visitors that revisit your website 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 website. Broken graphics will make your business look very unprofessional.
3. Avoid using scrolling marquees on your website. They take the attention away from your ad copy and make your web page load slower.
4. Make your website 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 website. Your visitors will leave good and bad comments. Review the comments and use them to improve your site.
7. Regularly check and resubmit your website'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 website. 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 website regularly. You'll want to add new content and update the old content.

10 SMART WAYS WEBSITE TEXT CAN IMPACT YOUR READER'S BUYING DECISION

The appearance of your website 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 website.

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 reader's 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 website.
9. I Need Sunglasses- Don't use all bright text colors and backgrounds on your website. 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.

12 SMART HIGH READERSHIP CONTENT IDEAS



12 SMART High Readership Content Ideas

1. **How To Articles:** they include detailed step by step instructions. Examples: how to publish your e-zine, how to promote your business, how to attract visitors to your website.

2. **Tips:** they are usually small pieces of information about the size of a paragraph. Examples: tips on using a product, tips on doing your taxes.

3. **Top Lists:** they are a group of tips listed in order, usually numbered from first to last. Examples: top 7 ways to get to the top of search engines, top 10 ways to market your product.

4. **News Articles:** they can include news about your industry or company information. Examples: joint ventures, new product releases, special events, overseas activity

5. **Interview Articles:** interviews from customers, employees and experts. Examples: interview an employee that won an award, an expert related to your industry, a satisfied customer, profiles.

6. **Publications:** they include information that's bundled together to take with the person. Examples: ebooks, reports, software, autoresponder information.

7. **Business History Articles:** they include information about your business. Examples: years in business, goals your business has accomplished, community affairs, financial information.

8. **Product Articles:** they include information about your product or services. Examples: new products, improvements to existing products, new accessories.

9. **Visual Content:** they include visual helpers that help explains, shows or supports an example. Examples: charts, photos, graphics, graphs.

10. **Entertaining Content:** they include humorous and offbeat information. Examples: contests; quizzes, trivia, puzzles, games, cartoons.

11. **Excerpts:** Includes information used from other resources for different purposes, which supports your business. Examples: journal articles, transcripts of seminars, reprints, speeches, press releases.

12. **Technology Content:** Technologies you can use to present your content. Examples: audio clips, streaming video, MP3 files.

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12 SMART WAYS TO CREATE AN ORDER-PULLING NICHE

A niche is something that sets your business apart from your competitors. To compete with other businesses nowadays, especially online, you need a unique niche. Just make sure your competitors are not using the same niche. Below are twelve ideas you could use to create an order pulling niche.

1. Your niche could be that you offer free delivery. This may cost a little money, but, you will gain the extra customers to make up for it.
2. Your niche could be that you offer a lower price. If you can't afford to offer a lower price you could always hold the occasional discount sale.
3. Your niche could be that your product achieves results faster. This niche is very effective because people are becoming more and more impatient and want results fast.
4. Your niche could be you've been in business for a longer period of time. People think if you've been in business longer you have more credibility.
5. Your niche could be that your product tastes, smells sounds, looks, or feels better. When you target the the senses you're triggering basic human attractions.
6. Your niche could be your product is light or compact. People may want to take the product on a trip or don't have much room where they live.
7. Your niche could be that you've won a business reward. When you win a reward tell your customers or visitors about it. This increases their trust in your business.
8. Your niche could be that your product lasts longer. People don't like taking the time and spending more money buying replacement products all the time.
9. Your niche could be that your product is easy to use. People don't want to buy a product they have to read a 200 page hard-to-understand instruction manual.
10. You niche could be that your product has better safety features. People want to feel safe when they use your products.
11. Your niche could be that your product was made by hand. Most people believe products made by hand have better quality.

12. Your niche could be that you stand behind all your products. People want to know you backup any claims you make about your product with either guarantees, warranties and free replacements.

12 SMART WAYS TO OUTSELL YOUR COMPETITION

The keys to outselling your competition is to compare your product to theirs. When you find the differences between products, use your findings to improve your product. Below are 12 things you can compare and improve upon to outsell your competition.

1. Price- Can you offer a lower price? Can you offer a higher price and increase the perceived value of your product? Do you offer easier payment options than your competition?

2. Packaging- Can you package your product more attractively? Do the colors of your package relate to your product? Can you package your product into a smaller or larger package?

3. Delivery- Can you offering cheaper shipping? Do you have a high enough profit margin to offer free shipping? Can you ship your products faster?

4. Benefits- Can you offer more benefits than your competition? Are your benefits stronger? Do you have believable proof that supports your claims?

5. Quality- Is your product built and tested to last longer than your competition? Can you improve the overall quality of your product?

6. Performance- Can you make your product faster at solving your customer's problem? Is your product easier to use than your competitions?

7. Features- Can you offer more product features than your competition? Do your features support the benefits you offer?

8. Availability- Is your product always available or do you have to backorder it? Can your product suppliers drop-ship to your customers?

9. Extras- Do you provide free bonuses when your customers buy your product? Are your bonuses more valuable than your competitions?

10. Service- Do you offer your customers free 24 hour customer service? Can you provide free product repair? Does your competition make their customers talk to a machine?

11. Proof- Can you provide more proof than your competition that your product is reliable? Can you provide stronger testimonials or endorsements?

12 Guarantees- Do you have a stronger guarantee than your competition? Do you offer warranties with your product? Do you provide an easier return policy?

14 SMART WAYS TO PERSUADE YOUR WEBSITE VISITORS TO GIVE YOU THEIR EMAIL ADDRESS

1. Ask visitors to subscribe to your e-zine. It's a good idea to also give them a freebie when they subscribe.

2. Have them sign-up to get access to download a free ebook. The subject of the ebook should be related to your target audience.

3. Give your visitors a free membership inside your member's only website. Have them sign-up to receive a username and password.

4. Hold a free contest or sweepstakes at your website. Ask them to give you their contact information to enter.

5. Offer your visitors free consulting via e-mail. Have them fill out a web form to e-mail you with their questions.

6. Hold an interactive poll on your website. Ask your visitors to e-mail you their vote or opinion.

7. Ask your visitors to sign-up for a chance to get a website award. Have them e-mail you their contact and website information.

8. Have visitors fill out a survey on your website. Give them a free gift as an incentive to complete the form.

9. Offer a free online service from your website. Have visitors fill out their contact information to sign-up to the free service.

10. Ask visitors to sign your guest book. Tell them they will get a free gift in return.

11. Offer a free affiliate program for your visitors. They will have to sign-up in order to receive marketing materials and commissions.

12. Allow visitors to submit a free classified ad on your website. Require them to give a valid e-mail address in order to post an ad.

13. Give people who visit your website a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course.

14. Offer your visitors free software to download. Have them sign-up to get an access code to unlock the software.

16 SMART THINGS TO CHECK BEFORE JOINING SOMEONE ELSE'S "PAY PER SALE" AFFILIATE PROGRAM

1. Does the affiliate program offer you a free way to join without buying the product or service?

2. Contact other affiliates already in the program to see if they have had any problems.

3. Is the product or service related to your target audience?

4. Can they notify you by e-mail when a sale is made?

5. Do they offer backend products so you can get repeat sales from the same person?

6. How often will you receive a commission check?

7. Do you get credited for a sale if people come back in month and then make a purchase.

8. Can you get around-the-clock help online or offline?

9. Do you get a large percentage of each sale as commission?

10. Do they provide you with proven sales material? (links, banners, classified ads, sales letters etc)

11. Will they give you the leeway to create promotional ads.

12. Do they offer you access to an online sales stats page?

13. Do they use a reputable system to track your sales?

14. Does the affiliate program pay commission for sales of people who sign up under you?
15. Can they offer customers a lot of different ordering options, so in return you won't lose sales.
16. Will they keep in contact with you on a regular basis by E-mail?

19 SMART SURE-FIRE WAYS TO GET PEOPLE TO LINK TO YOUR WEBSITE

1. Offer other websites free content to post on their website. Include your link on all of your content. The content should be related to your website because it will be in front of your target audience.
2. When you visit a website you've enjoyed a lot, write a review for the site. Write about the benefits you gain from the website. Tell them they can publish it on their website if they link to your website.
3. Allow other people to publish your e-zine on their website. Include your website's ad and link in each issue you publish. This may also help you increase the number of people that subscribe to your e-zine.
4. Market your website as a free web book. Design your website with a title page, table of contents, chapters, etc. Just allow other people to give away the web book by linking to your website.
5. Give your visitors an instant article directory. Tell your visitors they can instantly add a free article directory to their website by linking to yours. Just place your ad or banner ad on top of the article directory for your main website.
6. Allow other websites to use your discussion board for their website visitors. Just have them link directly to the discussion board. Include your website's ad or banner ad at the top of the discussion board.
7. Start a members only website. Tell visitors what's in your members only site and what it costs to gain access. Offer them a free membership if, in exchange, they link to your website.
8. Offer your visitors a free sign up to your affiliate program. Pay them commission to sell your products or services. Just give them an affiliate link to track their sales. People will link to your website to make extra money.

9. Create your own award site for other websites. Give the winners a graphic or text link to place on their website when they win. This will link your website to theirs and draw more traffic to your website.
10. Are you an expert on a particular subject? Offer people free consulting via e-mail if, in exchange, they either link to your site. People will consider this a huge value because consulting fees can be very expensive.
11. When you purchase a product and it exceeds your expectations e-mail the business a testimonial. Make sure your statement is detailed. Give them permission to publish it on their website if they link to your site.
12. Create a directory of websites on a specific topic. Give people the option of adding the directory to their website by linking to it. Put your business ad at the top of the directory's home page.
13. Exchange content with other websites. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.
14. Allow people to download software at no charge from your website, if they link to your website. The software could be freeware, shareware or demos.
15. Trade other forms of advertising to people that link to your website. You could trade e-zine ads, print ads, autoresponder ads, classified ads, ebook ads, etc.
16. Give away web space to people for free. Since you are giving it away for free, request they link to your site by placing your ad or banner to the site.
17. Create an online club or association. Tell your visitors what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they link to your website.
18. Allow people to use an online service or utilities from your website if, in exchange, they link to your website. The online service could be an e-mail account, search engine submission, web page design, copywriting, proofreading, etc.
19. Offer a free e-book to your website visitors. The ebook should be related to your target audience. Allow them to give the e-book to their own website visitors by linking directly to your website.

20 SMART WAYS TO CONVERT VISITORS INTO SUBSCRIBERS

1. You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine.
2. You could offer your visitors a free ebook if they subscribe to your free e-zine.
3. You could offer your visitors a free subscription to your private website if they subscribe to your free e-zine.
4. You could offer your visitors a free advertisement in your free e-zine if they subscribe.
5. You could offer your visitors a free tangible gift if they subscribe to your free e-zine.
6. You could offer a free automatic entry into your contest or sweepstakes if they subscribe to your free e-zine.
7. You could tell your visitors you offer original content in your free e-zine.
8. You could tell your visitors to read a sample issue of your free e-zine on your website.
9. You could offer your visitor's free software if they subscribe to your free e-zine.
10. You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine.
11. You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine.
12. You could publish some of your current e-zine subscriber's testimonials on your website.
13. You could publish any positive reviews you have received about your free e-zine on your website.
14. You could tell your visitors what's going to be published in your next e-zine issue.
15. You could tell your visitors they have the right to republish your e-zines content on their own website if they subscribe to your free e-zine.
16. You could publish a list of well-known famous, or respected people that have subscribed to your free e-zine.

17. You could tell your visitors what a subscription to your free e-zine is worth in dollars.
18. You could tell your visitors all the major benefits of subscribing to your e-zine.
19. You could tell your visitors how many people have already subscribed to your e-zine.
20. You could tell your visitors a subscription to your free e-zine is only available for a limited time.

20 SMART WAYS TO INCREASE YOUR TRAFFIC AND SALES WITH EBOOKS

1. People love to get free stuff. A free eBook is perfect. They will visit your website to get the free valuable information.
2. Give away the full version of your eBook in exchange for testimonials. You can use these customer statements to improve your ads' effectiveness.
3. When you write and give away a free eBook you will become known as an expert. This will gain people's trust and they will buy your main product or service quicker.
4. Publish your website in eBook format. Put the eBook on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people that buy your product or service.
5. Offer your eBook as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus.
6. Allow people to download your eBook for free, if they give the e-mail addresses of 3 to 5 friends or associates that would be interested in your eBook. This will quickly build your e-mail list.
7. Create a directory of websites in eBook form. List people's websites in the directory who will agree to advertise the eBook on their website or e-zine. This will give them an incentive to give away or advertise your eBook.

8. Allow other people to give away your free eBook. This will increase the number of people that will see your ad in the eBook. You could also include a mini catalog of all your product or services you offer in the eBook.
9. Gain new leads by having people sign up and give you their contact information before they can download your eBook. This is a very effective way to conduct market research.
10. Make money selling advertising space in your eBook. You could charge for full page color ads, classified ads or banners ads. You could also trade advertising space in your eBook for other forms of advertising.
11. Give away the eBook as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the eBook for a new back end product you're offering
12. Get free advertising by submitting your eBook to freebie and freeware/shareware websites. This will increase the number of people that will download your eBook and see your ad.
13. Make money by selling the reprint rights to those that would like to sell the eBook. You could also make even more money by selling the master rights. This would allow other people to sell the reprint rights.
14. Hold a contest on your website so people can win your eBook. You'll get free advertising by submitting your contest ad to free contest or sweepstakes directories.
15. You will gain valuable referrals from people telling others about your eBook. Word of mouth advertising can be very effective.
16. Make money cross promoting your eBook with other people's products or services. This technique will double your marketing effort without spending more time and money on your part.
17. Increase your e-zine subscribers by giving away your eBook to people that subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers.
18. Give away the eBook to people that join your affiliate program. This will increase the number of people that sign-up. You could also create an eBook for them to use that will help them promote your product or service.

19. Give away the eBook in exchange for people leaving their contact information. This will help you follow-up with the prospects who buy your main product or service.

20. Offer a free eBook that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware.

4 SMART, ALTERNATIVE WAYS TO GAIN LIFETIME CUSTOMERS

You will always have more people that turn down your offer than actually buy. They might not have bought because of your price, payment options, or any other possible reason. You will just end up losing all these potential lifetime customers. However, there are many ways you can minimize the loss of these prospects.

One way is to accept barter offers for your product. Maybe the person can't afford to buy your product. They may have something you could use in your business or personal life. If the barter deal isn't fair enough, either of you could add in some cash. You may not make money but, they might buy other products you offer.

Another way is to include a negotiation offer at the end of your ad copy. Tell your reader if there is something they don't like about your offer, they could contact you and negotiate a different buying offer. They may not like your price, guarantee, shipping methods, payment options, etc. You can gain a potential lifetime customer by being flexible with your offer and negotiating instead of losing them.

A simple way to attract lifetime customers would be to give people a freebie. The freebie should be related to the other products or services you sell. You may not be getting paid for the freebie, but you will get a lot more people using one of your products because it is free. If they are impressed by your free product there is a high chance they'll buy your other products in the future.

The last way is to sell your product at the price it costs you to produce or buy it. You will usually sell more products at a lower price than your competition which equals more potential lifetime customers. You will break even in cost but you'll make your profit from the upsell and backend products you sell your lifetime customers.

42 DEADLY AD COPY SINS THAT I'VE MADE

I have read thousands of ad copies online and offline over my lifetime. I have read excellent ad copies that made me buy right away and some that may have had a decent product, but had a poor ad copy that turned me away.

Now that I am in business, I have written some of my own ad copies. Some of them have worked, some of them have bombed. The key is to keep changing and testing your ad copy, don't just write one and then stop. I don't have a college degree in copywriting, but I know to learn from the mistakes and never give up.

Below I've made a list of 42 deadly ad copy sins I've made over the years and you can learn from:

- no compelling headline
- no believable testimonials
- no sub headlines
- no attractive benefits
- no features
- no strong guarantees
- no asking or answering questions
- no proof of benefits offered
- no contact information for questions
- no endorsements
- no conversational writing
- too long of sentences
- no deadline to order
- no free trials
- spelling mistakes
- grammar mistakes
- too light of text
- too dark of background
- ad copy doesn't blend together
- no breaks in ad copy
- no bullets
- ad copy in all CAPS
- few ordering options
- no visual aids
- no comparison to competition
- no reminding of benefits or deadlines

- no information about your business
- no appealing adjectives
- no appealing phrases
- too large of text
- too small of text
- no emotional appeal
- too large of paragraphs
- no story telling
- no underlining or bolding of keywords
- too short of ad copy
- too long of ad copy
- no facts or case studies
- hard to understand jargon
- no free bonuses
- too low of price
- too high of price

Don't get me wrong, not all 42 of my ad copy sins will apply to each and every ad you write. It is just a list you can use in the future. If you currently have an ad copy, compare it to the list right now. Your ad copy could make or break your sales.

5 SMART WAYS TO ADVERTISE YOUR WEBSITE

1. Directory Linking

Create a directory of websites on a specific topic. Give people the option of adding the directory to their website by linking to it. Put your business advertisement at the top of the director's home page. This technique will get lots of people to link to your website and give you free advertising.

2. Bonus Advertising

Do you have a product or service that doesn't sell good? Offer it as a free bonus for someone else's product or service. Get free advertising by placing your website or business ad on the product or in the product package.

3. Autoresponder Trade

Trade autoresponder ads with other businesses. If both of you send out information with autoresponders just exchange a small classified ad to put at the bottom or top of each other's autoresponder message.

4. Tip Line

Start a free tip line. Offer a free daily, weekly, or monthly tip recorded on your voicemail. The tips should be related to your business. Include your ad for your website or business at the beginning or end of your message.

5. Content Swap

Exchange content with other websites and ezines. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

5 SMART ONLINE BUSINESS IDEAS

1. Ask people to find a hidden link in your ad copy. If they find the hidden link tell them they will get a prize or freebie by clicking on it. This will increase the chance they will buy your product or service because they will read your whole ad copy.

2. Start a members only website. Tell visitors what's in your members only site and what it costs to get access. Offer them a free membership, if, in exchange they link to your website, post your banner on their homepage or agree to advertise your website in their e-zine for a set period of time. Usually they will agree to the free advertising to save money. This is a powerful way to get free advertising.

3. Want a popular discussion board? This technique is based on the number of postings made by any one person. You could give away a free product or service to any person that posts ten or more messages on your discussion in a month. It could be a free e-book, report, e-mail consulting etc. Just keep track of everyone's postings each month. This could also work for e-mail discussion lists.

4. Give your visitors an instant article directory. Tell your visitors they can instantly add a free article directory to their website by linking to yours. Just place your ad or banner ad on top of the article directory for your main product or service. All those links can add up to a large amount of traffic for your website.

5. There are millions of websites on the internet. Instead of marketing your website as a website. Market it as a free web book. Design your website with a title page, table of contents, chapters, etc. Just place your ad or banner for your product or service on the top of each web page.

8 BENEFITS OF HELPING AN ONLINE BUSINESS NEWBIE

Do you remember when you first ventured out in the online business world? You probably had questions and problems along the way. Wouldn't it have been easier if you had help? When a newbie asks for your advice, educate them; answer their questions and help them solve their online business problems. If you do not have the knowledge to help them out, point them in the right direction.

You'll get many benefits from helping online business newbies. Below are eight possible benefits you could receive:

1. You will feel good knowing you had a part in helping them build their business. You can sit back and say "I had a part in their success."
2. They may become one of your best friends. Most people can use new friends, even business owners. You may even become business partners and create a totally new business together.
3. You could end up being strategic business allies in the future. You could regularly do joint venture and cross promotion deals with each other.
4. They may help you out with your business. Maybe they will give you some testimonials or endorsements for your products or services.
5. You might gain some valuable referrals from them. They may also join your affiliate program and make sales for your business.
6. They might offer you some free advertising space on their website or in their e-zine for your help. You could also exchange advertising with them.
7. You both could end up developing a new product or service together. The product or service could be a combination of your current ones.
8. They might purchase the products you sell and become one of your best customers. You could sell them many back end products or services in the Future. There are probably many other benefits you could get from helping a new online business owner. Always remember to help them out because it's the nice thing to do and not just to benefit your own business.

8 SMART WAYS TO INCREASE THE PERCEIVED VALUE OF YOUR FREEBIES

Almost everyone is giving away a freebie so they can attract people to their website. They are giving away free e-zines, ebooks, services, etc. What's happening to all this free stuff? It's losing its perceived value. Every time you surf the internet or check your e-mail you see at least 20 to 50 freebie offers. Don't get me wrong, freebies do increase traffic, but not like they did when the internet was new. The key is to increase the perceived value of your freebies so they will be more attractive to your audience.



8 SMART Ways To Increase The Perceived Value Of Your Freebies

1. You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$99 value!"
2. You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "subscribers only" private website!"
3. You could tell them the freebie is only available for a limited time. For example, " Download our free ebook, this free offer will only be available until (add date here)."
4. You could tell them the freebie is only available to a limited number of people. For example, " Our free software will only be available for the next 100 people who download it."
5. You could give more details about the freebie. List the benefits, features, what problems the freebie will solve, etc.
6. You could describe your freebie to sound more attractive. For example, instead of "free report" you could say "free never released top secret document"
7. You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would definitely increase the value of your freebie.
8. You could tell people how many people have already received your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?"

www.WECAI.org/Cift

Now is the perfect time to get creative and think of additional ways to increase the perceived value of your freebies. Also test each idea to see which one draws the most traffic to your website.

10 SMART WAYS TO EXPAND YOUR CUSTOMER SERVICE

1. Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your website. After every sale, follow-up with the customer to see if they are satisfied with their purchase.

2. Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them out to dinner or give them free products.

3. Make it easy for your customers to navigate on your website. Have a "FAQ" page on your Website to explain anything that might confuse your customers. Ask them to fill out an electronic survey to find out how make your website more customer friendly.

4. Resolve your customers complaints quickly and successfully. Answer all e-mail and phone calls within an hour. If possible, you the owner of the business, personally take care of the problem. This will show your customers you really care about them.

5. Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts.

6. Make sure employees know and use your customer service policy. Give your employees bonuses or incentives to practice excellent customer service. Tell employees to be flexible with each individual customer, each one has different concerns, needs and wants.

7. Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. Award bonuses to your customers who make a big purchase.

8. Always be polite to your customers. Use the words you're welcome, please, and thank you. Be polite to your customers even if they are being irate with you. Always apologize to your customers should you make a mistake. Admit your mistakes quickly and make it up to them in a big way.

9. Reward customers a point for every one dollar they spend. Let's say customers can get a free computer for 300 points. That means customers will spend \$300 dollars on your products and services to get enough points to get the free computer.

10. Build strong relationships with your customers. Invite them to company meetings, luncheons, workshops or seminars. Create special events for your customers like parties, barbecue's, dances etc. This will make them feel important when you include them in regular business operations and special events.

10 SMART WAYS TO GAIN AN AVALANCHE OF SALES

1. Utilize holidays to increase your visitors or sales. You could give away free electronic greeting cards, hold discounts, send customers holiday cards, etc.

2. Become well known by speaking or chatting at seminars. The seminars could be held offline, in a chat room, by telephone or via e-mail.

3. Start a free ebook club on your website. People could sign up to receive a free ebook from you each month. Just include your product ad in the ebooks.

4. Give away your products or expertise to internet business newbies. Just ask them in return to place your link on their website.

5. Trigger your visitors to buy your products by using colors. You should totally relax and think about which colors would compel prospects to order.

6. Let your past offline customers know about your website. When they visit and sign up to your e-zine it will remind them to shop at your online store.

7. Create a long term relationship with your entire customer base. You can stay in touch with them through an e-zine, with greeting cards, etc.

8. Repeat the 3 most powerful or appealing benefits throughout your ad copy. Repetition can brand your product's benefits quicker in your prospects mind.

9. Give your new customers surprise free gifts. This will increase their loyalty and give you more word of mouth advertising.

10. Make your long ad copy interesting enough so people click through to the next web page. If it's not, they won't take the time to click and read more.

20 POSSIBLE REASONS WHY YOUR BUSINESS IS FAILING

1. You don't offer free original content.
2. You don't use a signature file on your e-mails.
3. You don't offer free software.
4. You don't have your own domain name.
5. You don't offer a free contest or sweepstakes.
6. You don't test and improve your ad copy.
7. You don't offer a free website directory.
8. You don't give people any urgency to buy now.
9. You don't offer a free e-zine.
10. You don't attract the target audience that would buy your product or service.
11. You don't offer a free community.
12. You don't let people read your ad before they get your freebie.
13. You don't offer a free affiliate program.
14. You don't make your website look professional.
15. You don't offer a free online service.
16. You don't give people as many ordering options as possible.
17. You don't offer free current information.
18. You don't let people know anything about your business.
19. You don't offer free samples of your product or service.
20. You don't make people feel safe and secure when they order.

10 SMART WAYS TO ESCALATE YOUR SALES

1. Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one.
2. Allow your visitors to decide how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly sell.
3. Create an extra revenue stream with your website's articles or content. Publish the first paragraph of each article and charge people to read the rest.

4. E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they get a percentage of the profits.
5. Find a tiny niche for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be extra specialized to attract new subscribers.
6. Test your ads by using autoresponders. You can have people e-mail your autoresponders to get more information and you just check your traffic reports.
7. Create credibility and trust with your visitors by telling them something they already know. They'll know for sure you're not lying to them.
8. Make residual income from your customers by selling back end products. If you don't have any, you could sign up to related affiliate programs.
9. Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mail so you could redirect them to a web link.
10. Create an extra income from your website by charging for consulting. The consulting should be related to your website's theme.

10 SMART, PSYCHOLOGICAL DESIRES TO INSERT INTO YOUR AD

1. Most people like surprises because it's a change of pace from their routine. Tell your prospects they'll get a surprise free bonus for ordering.
2. Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc.
3. Most people want to feel secure and safe. Tell your prospects you have secure ordering and a privacy policy.
4. Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for them considering your product.
5. Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad.
6. Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product".

7. Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc.
8. Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them.
9. Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product.
10. Most people want to get over obstacles so they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product.

10 SMART, PERSUASIVE TRIGGERS TO PLUG INTO YOUR AD

1. Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product.
2. Most people want to associate with others that have the same interests. Give your prospects a free membership in a private chat room just for them.
3. Most people want a clean environment. Tell your prospects you'll donate a percentage of your profits to help clean the environment.
4. Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product.
5. Most people need or want new information to absorb. Give your customers a free ebook or tip sheet when they purchase your product.
6. Most people want to avoid or end pain. Tell your prospects how much pain and problems they will avoid or end if they buy your product.
7. Most people want to gain pleasure. Tell your prospects how much pleasure or the benefits they will gain, if they purchase your product.
8. Most people don't want to miss out on a major opportunity they could regret in the future. Tell your prospects you'll be raising the price shortly.
9. Most people want to have good health and live longer. Give your prospects free coupons to a fitness club when they buy your product.

10. Most people want to belong to something or a select group. Give your prospects a free membership into your club when they buy your product.

10 SMART, THINGS YOU SHOULD TRY TO BARTER FOR BEFORE BUYING

1. Information Products - it could be ebooks, "how to" videos, cassettes, magazines, newsletters, paid e-zines, courses, etc.

2. Advertising Space - it could be banner ads, ezine ads, ebook ads, magazine ads, newspaper ads, tv ads, fax ads, online classified ads, etc.

3. Web Hosting - you could offer a free advertisement for their web hosting service on your site in return for free or discounted hosting.

4. Software - it could be for tax software, website authoring software, accounting software, newsletter software, graphic design software, etc.

5. Writing/Editing - it could be for website content, promotional articles, press releases, e-zine articles, promotional ebooks, etc.

6. Accounting/Bookkeeping - you could offer a no cost advertisement in exchange for their accounting and booking services

7. Consulting - it could be market consulting, legal consulting, computer/software consulting, business consulting, etc.

8. Copywriting - it could be for brochures, business cards, classified ads, sales letters, product packages, banner ads, promotional products, etc.

9. Merchant Accounts - you could offer no cost insert ads in your product packages in exchange for the option of accepting credit cards.

10. Internet Access - you could offer a no cost pop up ad on your website in exchange for free or discounted Internet access.

10 SMART WAYS TO UNLEASH YOUR PROFITS

1. Use more than one P.S. in your ad copy. It is one of the most read parts of any ad, so why not use two or three of them instead of one.

2. Gain your visitors attention by telling them your problems. People like to hear about other people's problems because it takes away from their own.
3. Create trust with your prospects by telling them something they already know is true. They'll know for sure you're not lying and begin to trust you.
4. Survey your target audience to find out things you have in common with them and use them in your ad. People like people that are like themselves.
5. Offer free classified ads on your website that expire after a particular time period. People will revisit your website over and over to resubmit.
6. Forward interesting emails to your online friends with your signature file included. They may end up forwarding it to their friends and so on.
7. Organize your website into categories. Visitors won't get frustrated and leave your site because they can't find what they're looking for.
8. Give your website visitors a "thank you" email This'll remind them to revisit. Just get their email address and permission.
9. Advertise that your online business is for sale. Try to sell it for \$10,000,000 dollars. You'll either get \$10,000,000 or you'll get curious visitors.
10. Try auctioning off your products. Set up the auction software on your website. Give customers the option of paying outright or bidding.

10 SMART WAYS TO SPARK MORE SALES

1. Add a free interactive game to your website. You could hire someone to create it. The game should be related to the theme of your website.
2. Train your employees as a team instead of just individuals. Everyone must do their job in order for the others do theirs.
3. Make people feel like it's their idea to buy, they will be less hesitant. Tell them in your ad "You're making a smart decision for buying our product".

4. Promote yourself as well as your products. Write articles, ebooks, reports, etc. When you endorse products, people will think your statement is credible.
5. Show your prospects a group of testimonials that stand up for your product. People are more likely to agree with a group than have a different opinion.
6. Maximize your advertising budget and don't go broke like the big websites. All you need is a small group of loyal customers to sell back end products.
7. Sell to the people that join your affiliate program. They are more likely to buy your products because they are interested in selling them for commission.
8. Offer a deluxe product or service as an up sell or back end product. You won't have to create a totally new product just add on to your main one.
9. Tell people what they're thinking and feeling as they read your ad. Most people will actually do it. Your statements should help sell your product.
10. Make your product offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses.

10 SMART, PHENOMENAL WAYS TO PLUG IN EXTRA PROFITS

1. Attend trade shows and seminars that are related to your specific industry. Pass out business cards or brochures about your business.
2. Swap articles with other e-zines publishers. You could get your articles published more often if in exchange you publish their articles.
3. Ask people to link to your site's content. Some people may not want to link to your home page but might want to link to your content.
4. Convert your website into an ebook. You could offer your ebook as a free bonus for your product or another business' product.
5. Create ebooks for other websites or businesses. You could create them for no charge in exchange for an ad or mention of your website inside.
6. Team-up with eight to ten other sites to promote the same website. Just include everyone's products on the website you are all promoting.

7. Give free e-mail consultations to your customers. When you e-mail them back your advice include a small ad for a back end product you're selling.
8. Encourage your customers or visitors to e-mail you questions about your product or website. Just include your sig file with your reply.
9. Give out free web space on your server. Many of your visitors may want to publish their own website. Just require they publish your banner ad.
10. Design websites for other businesses for free. Just require them to publish your banner or text ad somewhere on their home page.

10 SMART WAYS TO TURN UP YOUR SALES VOLUME

1. Make your potential customers forget about the competition. Just tell them to forget with a factual and believable reason why they should.
2. Joint venture with your competition if you can't beat them. You could agree to work together and beat the other competition then share the profits.
3. Visit chat rooms where your potential customers would gather. You can lurk and do market research or mention your product to people.
4. Make your website sticky by building a large directory of websites your visitors would enjoy. It saves them precious time searching for them.
5. Start a free-to-join business association from your website. Just ask all members to place your association logo and link on their website.
6. Make extra revenue for your website by selling advertising space on your website, in your e-zine, in your free ebooks, on your classified ad site, etc.
7. Switch your marketing plan when your market dies for your product. Be flexible and redesign your product for a different market.
8. Make your website worth revisiting. Give your visitors original content, free ebooks, information website links, free useful software, etc.

9. Build your opt-in e-mail list using an FFA (free-for-all links page). People can submit links to your links page and you can send them a thanks e-mail.

10. Reward your customers for giving you product feedback. It could be discounted products, useful software, information products, etc.

10 SMART, HOT WAYS TO HEAT UP YOUR SALES

1. Email each visitor a satisfaction questionnaire after they purchase. This will allow you to improve your order system, customer service, site, etc.

2. Give a percentage of your profits to a cause your customers would like. It could be a charity, school, environmental improvements, etc.

3. Take harsh criticism the right way and improve your online business. Don't get down in the dumps, improve the situation so it doesn't happen again.

4. Try bartering before you buy services, supplies and equipment for your business. You can use the extra money you save on advertising your business.

5. Give away a follow-up email course on an auto-responder. Include your ad with each lesson. People will buy quicker when they see your ad repeatedly.

6. Make sure your classified ads don't sound like an ad. Don't ask people to buy anything or they won't click, give something away instead.

7. Give your free bonus products extra perceived value. Don't use the phrase "free bonuses" use the phrase "you will also get".

8. Keep your visitors on your website longer. The longer they stay, the greater chance they will buy. Just hold a treasure hunt contest on your website.

9. Make sure you're always creating new products and services or improving old ones. Most products or services won't stand the test of time online.

10. Split the cost of online advertising and marketing by sharing a website with a similar, non-competing business. You would both put up half the cost.

SMART JOINT VENTURES REVEALED

A joint venture is when two or more businesses join together to work on a project for a set period of time. Doing joint ventures with other businesses can increase your chances of beating your competition, increase your sales and increase your profits quickly. Plus:

- you can save money when businesses share operating costs
- you can get referrals from other businesses
- you can save valuable time when businesses share the workload
- you can offer your customers new products and services
- you can gain new business associates
- you can save money by sharing advertising and marketing costs
- you can get free advice and important information from other businesses

You can find businesses to joint venture with online or offline. I try to find businesses that have the same target audience, but are not direct competition with my business.

Here are a few ways to find joint ventures online:

- subscribe and participate in e-mail discussion groups, online forums and newsgroups that deal with your target audience
- subscribe to e-zines that deal with your targeted audience
- note on your Website or e-zine that you are interested in doing joint ventures
- search in your favorite web directories and search engines to find businesses to joint venture with online

Once you find a business simply e-mail them your proposal.

Tell the business owner the benefits of the joint venture. Explain to him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, Website, products and services. Using all three methods above will greater your chance of constructing a profitable joint venture.

Good Luck!

REDECORATE YOUR WEBSITE TO INCREASE SALES

The use of the right colors on your website can actually increase your sales. When people see certain colors they can change their emotions or they can symbolize things related to the colors. Here are a list of colors with some emotions and symbolizations they can cause:

Red - love, excitement, warmth

Pink - romantic, affection, sensuality

White - purity, peace, perfection

Blue - sky, water, travel, freedom, truth

Purple - royalty, dignity

Black - space, night, authority

Green - money, calm, envy, greed

Yellow - light, purity, understanding

Orange - autumn, youthfulness, fire

Brown - wood, comfort, strength

Its very important to know which emotions or symbolizations will trigger your target audience to buy your product or service. If you're selling a money-making product you should use green colors to represent money or bring out the emotion of greed. People also associate comfort and travel with money so you maybe want ad in some brown and blue colors on your website.

The same principle can be applied to graphics or pictures of your product on your website. Package your products with colors that will trigger your audience to buy. If you're selling a book about how to be more romantic, use red and pink colors on the cover. I hope these simple web site color techniques will increase your business's sales.

SMART WAYS TO REWARD YOUR CUSTOMERS

The formula for success for any business is to get your customers to make repeat purchases. There are a number of factors involved for getting repeat customers: pricing, quality of products and services, excellent customer service etc. One of the best ways is to reward your customers for their repeat purchases. Here are three effective customer reward programs you could implement:

Number Of Purchases

This program is based on the number of purchases made by any customer. You could give away a free product or service to any customer that makes ten or more purchases. To make the program more effective you could require a set time period that all ten purchases must be made by.

Dollar Amount

You can require a certain dollar amount be spent before the customer receives a reward. Tell customers if they spend over \$50 in one month at your website they get a 50% discount on their next purchase. You could also just reward one customer who spends the most every month with a bigger reward like a vacation.

Points System

Reward customers a point for every one-dollar they spend. Let's say customers can get a free computer for 300 points. That means customers will spend \$300 dollars on your products and services to get enough points to get the free computer. To push slower selling products or services just offer more points per dollar spent for those particular items.

The kind of rewards you give should depend on what your business can afford. Cheaper rewards could be gift certificates, coupons, clothes, or movie passes. Expensive rewards could be jewelry, vacations, bed and breakfast gift certificates, electronics or computer equipment.

You may want to invest in a good database program to keep track of your rewards program. I also recommend contacting a legal professional for advice, set-up and the structure of your rewards program. I hope these ideas I've given you help make your business more successful.

SMART ONLINE BUSINESS PRESS RELEASE WRITING TIPS AND IDEAS

Press releases are one of the most cost-effective ways to get promotion for your online business. Many entrepreneurs ignore this type of promotion because they don't know how to write a press release. It's important to promote your online business with press releases because of the media all over the internet. The following is a list of some common press release writing tips:

- your press release should sound like news, not an ad
- you should only send your press release to the media related to the topic of your press release
- keep your press release one page in length
- your header, contact information and release date should be at the top of your press release
- use short sentences and double space in between sentences
- your header and first few sentences should capture the reader's attention
- you should tell a story and briefly mention your business, product or service in the body of the press release
- proofread your press release many times. Look for grammar and spelling mistakes.

Another reason entrepreneurs ignore promoting their online business with press releases is because they don't know what's newsworthy. Here are 16 online business press release ideas:

- new products or services you're offering on your website.
- the results of an online survey or poll you've completed
- a virtual trade show or seminar you're hosting.
- a free chat room class you're teaching
- your opening of a new website
- an online award your business or website has won
- a free e-mail newsletter you're publishing
- new online products or services you're giving away
- an online business association or club you're starting

- a famous person that's endorsing your business
- a major joint venture you're doing with another business
- a new book or e-book you wrote
- an expert or celebrity who's speaking in your chat room
- a fundraising event you're doing at your website
- a new contest or sweepstakes you're having at your site
- major sponsorships you're doing online

You can get other press release writing tips and ideas by reading other businesses press releases, reading how to publications, talking to experts and visiting other media websites.

3 SMART WAYS TO GENERATE PROFITABLE BUSINESS IDEAS ANYTIME

All businesses are created first by ideas. Then once you're in business you need ideas for marketing, advertising, solving problems, product development etc. The difference between success or failure could be one just one idea. That's all!

Below are three ways to generate profitable business ideas.

1. Communicating regularly with other business people can generate many ideas. There are many resources online and offline to meet new business people like; seminars, chat rooms, discussion boards, trade shows etc. Sharing your knowledge, asking questions, and taking in new information will stimulate your mind. Your brain will begin to put all this information together to create profitable business ideas.

2. If you're not much of a communicator, try reading. Reading can also stimulate your mind. Read business books, magazines, e-books, websites, journals, e-zines, newspapers etc. Your brain will generate profitable ideas by absorbing and rearranging this information on a regular basis.

3. Don't have a lot of time to read? You could listen to business audio books, seminars and courses. Listen to them in the car, while you're doing house work, working in the yard, or exercising. Also, tune in business related radio stations. This will help you save time and generate profitable business ideas at the same time.

There are a few extra tips that will help improve these idea generation strategies. Take short breaks to brainstorm about the information you absorbed. Keep a notepad and pen handy to record your ideas so you don't forget them. All businesses need profitable business ideas to stay ahead of competition and survive.

SMART IDEAS TO TURN FREEBIES INTO SALES

You can increase sales and profits by offering freebies to people who buy your main product or service. They increase the overall value of your main offer and in return people feel they're getting more for less.

It's important you have a high enough profit margin so you can afford to give them away. Some freebies can be created without a lot of expense; like electronic information products. With these type of freebies there's no shipping or physical material costs.

Below are some popular types of freebies. In the examples are some other benefits and a tips for offering freebies to your buyers.

FREE COUPON/GIFT CERTIFICATE

Offer potential customers a free coupon or gift certificate for a back end product or service you're selling. This will increase your chances for repeat purchases.

FREE BOOKLET/E-BOOK

Offer a free booklet or e-book related to your main product or service. Inform potential customers that it is a limited time offer and it will only be available before a specific date.

FREE MEMBERS ONLY website

Offer a free membership into your members only website. Tell them what it normally costs for people who don't purchase.

FREE AUDIO CASSETTE/VIDEO

Offer a free audio cassette or video to people who buy. Let them know this audio cassette or video can't be found anywhere else, only through this special offer.

FREE E-MAIL COURSE

Offer a free e-mail course on a topic related to your product or service. Add your back end product ads to each e-mail course lesson.

FREE CHAT ROOM SEMINAR/CONSULTING

Offer a free chat room seminar or consulting to give away as a freebie. You will become known as an expert on the topic by electing to do the seminar or consulting yourself.

FREE GIFT

Offer a free gift if they buy your product or service. Giving the value of the free give will attract them to purchase your main product or service.

18 SMART REASONS TO WRITE AN E-BOOK AND THEN GIVE IT AWAY FOR FREE

1. People will visit your website to get the free valuable information.
2. Advertise your products or services in the e-book.
3. You will become known as an expert on the subject of the e-book.
4. Offer the e-book as a free bonus for purchasing one of your products or services.
5. Allow other people give away the e-book to increase visitors to your website.
6. Gain new leads by having people sign up and give their contact information before they can download your e-book.
7. The word "FREE" is the most appealing word on the internet.
8. Conduct market research asking people to fill out a survey before getting the e-book.
9. Make money selling advertising space in the e-book.
10. Give away the e-book as a special gift to your current customers letting them know you appreciate their business.
11. Gain free advertising by submitting the e-book on freebie sites.

12. Make money selling the reprint rights to people who would like to sell the e-book.
13. You'll gain valuable referrals from people telling others about your e-book.
14. Make money cross promoting the e-book as a free bonus with other people's products or services.
15. Gain free publicity sending press releases announcing your "Free E-book Giveaway."
16. Increase subscribers to your e-zine by giving away the e-book as an incentive to subscribe.
17. Give away the e-book to people who join your affiliate program.
18. The biggest reason you should write an e-book and then give it away for free: you'll feel good helping people improve their lives.

THE SECRETS OF CHAT ROOM MARKETING EXPOSED

Chat Room Marketing is the use of online chat rooms to promote your product or service. Chat rooms are usually broken into categories. Find the right chat room where your targeted audience would gather. Create a chat room profile with your ad, business info, or signature file in it. Announce to everyone in the chat room something interesting or free that's offered on your website. This will draw visitors to your website. Always be aware of chat room rules before engaging the visitors in a sales pitch that could be considered SPAM.

Send electronic messages to target people in the chat room that would be interested in your products or services. Start a conversation with them. After a few moments indirectly bring your sales pitch into the conversation. This is a great way to do one-on-one selling electronically. Do not directly SPAM them with your messages.

Marketing With Your website's Chat Room

Just having a chat room on your website can create an online community and bring visitors to your website.

Host a free online seminar in your chat room about a subject of your expertise. Use a chat room to meet with current customers if they have any questions or problems. Regularly schedule free events in your chat room. Schedule experts to speak in your chat room.

Host other people's chat rooms as an expert. Charge for doing this to earn extra money or just do it for free to gain publicity. Make sure your spelling and grammar is correct when chatting, so people understand what you are typing.

Marketing your products or services in chat rooms is a more personal way to gain new customers. Prospects are actually communicating with you instead of reading your ad. You may even make a few friends along the way.

HOW TO DRAW VISITORS TO YOUR WEBSITE BY HOLDING AN ONLINE CONTEST OR SWEEPSTAKES

Holding a contest or sweepstakes can draw a lot of traffic to your website. You can announce your site to hundreds of Websites that list free contests and sweepstakes. Send out a press releases about your contest or sweepstakes. Ask entrants to your contest or sweepstakes if they would accept offers from your business in the future by e-mail.

The prizes should be something your target audience would need or want. Try to be as original as possible with the prizes you are offering. Always offer more than one prize, a grand prize and runner-up prizes. Use your products or services to give away as prizes. Make sure your prizes have some value, nothing cheap. Give enough information about all the prizes, so people will be interested in entering.

Make it easy for people to enter your contest or sweepstakes. I feel the easiest ways online are from an entry form on your website or by e-mail. Capture as much info. As you can when they enter your contest or sweepstakes like:

Company Name

First/Last Name

Street Address

City, State, Zip

Day/Evening Phone Number

E-mail Address

website Address

Purchasing History

Survey Questions

Give your contest or sweepstakes a professional look and feel. Provide an "Official Rules" Web page for your contest or sweepstakes. Include a time period of how long your contest or sweepstakes will be held. Tell visitors how you will deliver the prizes. Include pictures of the prizes on your site. Tell visitors who will judge your contest.

Check out other contests and sweepstakes Websites to get more ideas.

5 SMART, SURE-FIRE WAYS TO ATTRACT NEW CUSTOMERS NOW

1. Give Away An Electronic Information Product

The product could be a simple report posted on your website or autoresponder to a downloadable e-book. The information product should relate to your target audience. Just place your advertisement somewhere on the product. Allow other people to give away the information product to attract even more customers.

2. Offer Free Consulting Via E-mail

Allow potential customers to ask you specific questions relating to the subject of your business. Giving away free advice can show your prospects your expertise and give you instant credibility. Another benefit is when you e-mail them back the free advice or information include your signature file to get free advertising.

3. Hold A Free Chat Room Seminar

People go to seminars to learn about a particular subject. With chat rooms you don't need to fear public speaking or spend money to rent out a seminar room. You can use your own chat room or hold the seminar in someone else's. Holding a chat room seminar is an incredible way to get free publicity. Just send a press release to the media announcing your free seminar.

4. Start A Free-To-Join Club

Having people join your club is a creative way to attract new customers. People want to belong to something, why not your online club. The club should be related to your product or service. You could give away a free e-mail newsletter for club members only . Have a members only message board, e-mail discussion group or chat room. Post your advertisements on all the club information.

5. Provide Your Product Or Service For Almost Free

Tell potential customers you'll accept barter deals for your products or services. You may not be getting money but they will become your customers. If they are satisfied they might pay money the next time they make a purchase. Barter for things to improve your business or your own personal life.

6 SMART WAYS TO KEEP YOUR ONLINE CUSTOMERS AWAY FROM YOUR COMPETITION



6 SMART Ways To Keep Your Online Customers Away From Your Competition

1. Stay In Touch

Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your Website. After every sale follow-up with the customer to see if they are satisfied with their purchase.

2. Friendly website

Make it easy for your customers to navigate on your Website. Have a "FAQ" page on your Website to explain anything that might confuse your customers. Ask them to fill out an electronic survey to find out how make your Website more customer friendly.

3. Easy And Free Communication

Make it easy and for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts.

4. Teach Your Employees

Make sure employees know and use your customer service policy. Give your employees bonuses or incentives to practice excellent customer service. Tell employees to be flexible with each individual customer, each one has different concerns, needs and wants.

5. Impress Your Customer

Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. Award bonuses or discounts to customers who make a big purchase.

6. Be Nice

Always be polite to your customers. Use the words *Please*, *Thank You*, and *You're Welcome*. Be polite to your customers even if they are being irate with you. Always apologize to your customers should you make a mistake. Admit your mistakes quickly and make it up to them in a big way.

www.WECAI.org/Cift

9 SMART, SURE-FIRE WAYS TO INCREASE YOUR E-ZINE'S READERSHIP!

You Have Won!

Hold an ongoing prize drawing in your e-zine. The prizes should be something of interest or value to your subscribers. Most people who enter will continually read each issue for the results.

100% Original

Give your subscribers content they can't read anywhere else. I'm not saying all your content has to be 100% original, but a portion of your e-zine should have original information.

People will usually read information they haven't read before.

Was I Right?

Give your subscribers a quiz or a series of trivia questions. Publish the correct answers in your following issue. The people who participate will want to see if they were right.

Read All About It!

Supply news stories related to your e-zine's topic. People want current and up-to-date news. If you can be their first source, they will become loyal readers.

The Polls Are In!

Hold an interactive poll in your e-zine. Ask subscribers a poll question. Have them e-mail their vote or opinion. People love to give their 2 cents worth. They would also like to read the results in your next issue.

Become A Jester :)

Give your subscribers a little humor now and then. Don't be so serious, tell them a joke. If they associate your e-zine with being happy they will want to read every issue.

The Information Free-way

People love to get free stuff. Tell readers where to get free stuff online or offline. It could be software, services, sample products, e-books etc. The freebies should be related to your e-zine's topic. Keep the freebies coming and your subscribers will keep reading!

Mini-Search Engine

Tell your subscribers about websites related to your e-zine's topic. The websites should be interesting and helpful. Become your readers miniature "search engine", you know how many readers they get.

In Our Next Issue...

Get your subscribers excited about your next issue. Tell them about upcoming articles, prize drawings, freebies etc. If they know what's in store for them, they won't want to miss reading your next issue.

BUILD A SMART, SUCCESSFUL BUSINESS BY STAYING CONNECTED

Over the course of your business life you'll come in contact with a number of other business people. They could be lawyers, business services, suppliers, customers, etc. These people are important to your business in more ways than one. If you hired them or they bought your product or service, you can also gain their business knowledge, experience, ideas, and advice.

How do you do this? Stay Connected!

Network! Networking is when two or more different businesses stay in contact on a regular basis to build and improve each other's business.

Consider all the benefits you'll gain from talking to other business people:

- Knowledge or information you didn't have before
- Advice on how to solve a current business problem
- Leads to a new business project or opportunity
- Joint ventures and cross promotion deals
- Learn important skills you didn't have before
- Constructive criticism that improved your business
- Brainstorming that sparks a profitable business idea
- Encouraging and motivational statements

There are many ways to meet business people. Join business clubs and associations. Participate in online business-related forums, e-mail discussion groups, and chat rooms. Go to business expos and trade shows. Use your creativity to come up with even more ideas.

If you have the time, start your own networking group. You could hold meetings at a local seminar room, at a park, or at your own business building. If you want to hold meetings on-line use a private chat room or online service like Zoom.

Publish a print or e-mail newsletter to keep members informed of meeting time and dates.

Keep all your business associates' contact information all in one place. Have it organized by business type or profession for easy finding. So when you need some advice on a new marketing campaign you can call that marketing expert you met at that trade show in Florida a couple of weeks ago.

Networking is a surefire way to build a successful business. I have used it countless times and will continue too. I have also met a lot of business people who are now some of my closest friends.

CROSS PROMOTE ONLINE FOR MAXIMUM PROFITS

Cross promoting is when two or more businesses promote their products or services together. I try to find businesses that have the same target audience, but are not in direct competition with my business. Doing cross promotions with other businesses increases your profits, sales, and beat your competition.

You can find businesses to cross promote all over the Internet. Participate in e-mail discussion groups, online forums and newsgroups that deal with your target audience.

Subscribe to e-zines that deal with your targeted audience.

Note on your website or e-zine you are interested in cross promoting your products and services. Search in your favorite web directories and search engines to find targeted businesses.

Cross promoting has many benefits. Save money by sharing the advertising and marketing costs. Save time when both businesses share the workload. You can offer your customers new products and services. Get referrals from the other business' clients. Receive valuable information from the business.

Once you find a business you would like to cross promote with simply e-mail them your proposal. Tell the business owner the benefits of the cross promotion. Explain to him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, Website, products and services. Using all three methods above will greater your chance for a profitable cross promotion. Good Luck!

HOW TO ELIMINATE YOUR COMPETITION ...

So how do you eliminate your competition without doing them in? You must create a niche for your business. A niche is something that makes your business different from your competitors.

To compete with other businesses nowadays (especially online) you need something nobody else can copy. One of a kind!

First you must know who your competitors are. Is your business the only one of its type? I doubt it. If so, it won't be for long. Do you know your exact target audience? If not, you will have to find out this information before creating any kind of niche. Below are two ways to come up with a competition eliminating niche.

1. Just Ask! The first way to come up with a niche is to think like your target audience or customers. Know their exact needs, wants, goals, problems and interests. There're two ways to do this: The first way is to put yourself in their shoes, think like them. The second way is to give them polls and surveys to find out what they're thinking. Pick a niche none of your competitors are using. If you can't find one your competitors aren't using pick one to improve.

2. Just Think! The second way to come up with a niche is to use your brain power. Ask yourself questions like: How can I set myself apart from my competition? What could I offer that they can't? Imagine or daydream that your business is on top of all your competitors. What niche put your business at the top in your head?

Now, if you keep asking these questions your mind will eventually start shooting out more ideas than you can handle. One of those ideas may be the niche you're searching for.

Now that you have your niche that's just half the battle. You must test it. Does your niche appeal to your target audience? Will it attract people away from your competition? If it does, you're done, until your competition comes up with a better niche. If your niche doesn't, then repeat the process above and test a new niche until it works. If you want to eliminate your competition and be successful you will use this process several times in your business life.

SMART WAYS TO INCREASE YOUR ONLINE SALES ANYTIME

Hold a discount sale on your website. Use the sale to get rid of excess inventory, gain new or repeat customers, and increase your sales. Most businesses pick a theme for their sale, like a Halloween Sale. Below are six unique sales themes you could use:

Nobody's Visiting Today Sale

Every online business has low visitor and sales day through the week. My days are Tuesdays and Thursdays. You could sell your products or services for cheaper to increase and sales on your slow days. You could have this advertised right on your website.

Time Of The Day Sale

Periodically , pick out a time of the day like 5 to 7 pm to lower your prices. With online sales you need tell people the time zone. Announce your scheduled times ahead of time in your e-zine. This will give people enough time to plan when they will visit your website.

Product Or Service Of The Day Sale

Each day offer different product or service at a lower price. This will draw people back to your website everyday. This is a high traffic generating sale. If you don't have a lot of products and services you may want to run the sale weekly or monthly.

Niche Group Sale

Hold a sale for a niche groups of people. Students, senior citizens, single people etc. This really works if you're introducing a new product or service for the first time to a new target audience. Announce your sale in a targeted e-zine, e-mail discussion groups, message boards, etc.

Holiday Or Seasonal Sale

Offer lower prices on holidays and during seasonal changes. These type of sales let your visitors and customers know your no scrooge. Be creative and go as far as decorating your website. You could upload holiday and seasonal graphics. Change the color of your text to match.

Get More For Your Money Sale

Give customers more products or services for their money. People relate these kind of sales to getting a bargain or saving money. You could offer a buy one get one for half off sale, a buy two get the third one free, two for the price of one sale, etc.

SMART WAYS TO USE BARTERING TO GAIN AN ADVANTAGE OVER YOUR COMPETITION

If you have a business on the Internet you should be bartering goods and services with other businesses. You should always try to trade for something before you buy it. Barter deals usually require no money. Although sometimes you may need money to offset the value of the goods or services being traded.

Bartering will give you many advantages over your competition. It can save your business money. You can spend the extra money on a buying paid Internet advertising. It allows you to offer your products and services at a lower price than your competition. You can afford to get the higher priced goods and services to compete on the internet.

There are numerous ways to find barter deals online. Set up a barter message board or chat room on your website to get more barter offers. Note on your website or e-zine you are willing to barter for goods and services. Join newsgroups or e-mail discussion groups that are about bartering. Join an online barter club to meet other businesses that barter. Find websites that barter by looking up the keywords barter, trade, or swap in your search engine of choice.

There are a few things you should do before bartering. Compile a list of your goods and services you are willing to barter. Make a list of goods and services you need or want for your online business. Know the approximate cash value of the things you are trying to trade and the value of the things you are seeking in return. All of this information can help you negotiate a successful barter deal.

When proposing a barter offer, tell the person the benefits of the barter deal. Explain to them why it would be a win/win situation. Give their business many compliments in your proposal. Prove to them why it would be a fair trade. This type of proposal can increase your chances of them saying "Yes, I will barter."

Increase YOUR CREDIBILITY WITH WEBSITE AWARDS

website Awards are given from other sites to reward your site for a specific reason. They will usually give you an award graphic or text link to include on your site if you win.

Awards are great to display on your website because they will give your business more credibility to your visitors and customers.

Some things your Website could be awarded for are:

- Web Design
- Content
- Load Time
- Web Features
- Ease of use
- Originality

If you think you have a chance to win one of these awards submit your Website to the sites that give out web awards. Visit other people's websites and see what awards they have won. Only register for awards related to the content of your website; this helps promote your site to your targeted audience.

Before you register to win an award, make sure your website is ready. Your sites content spelling and grammar should be correct. It should be easy to navigate through your website. Graphics should be related to the content on your page.

Create your own awards site for other websites. Give the winners a graphic or text link to place on their website when they win. This will link your website to theirs and draw more traffic to your Website.

8 SMART WAYS TO GET PEOPLE TO VISIT YOUR WEBSITE AGAIN AND AGAIN

1. Polls

Hold an interactive poll on your website. Ask visitors a poll question. Have them e-mail their vote or opinion. People love to give their 2 cents worth. They would also like to read the results the next day or week on your website.

2. Prize Drawings

Hold an ongoing prize drawing on your website. The prizes should be something of interest or value to your subscribers. Most people who enter will continually revisit your website to get the results.

3. Original Content

Give your visitors content they can't read anywhere else. I'm not saying all your content has to be 100% original, but a portion of your website should have original information. People will usually read information they haven't read before.

4. Quizzes

Give your visitors a quiz or a series of trivia questions. Post the correct answers weekly on your website. The people who participate will want to come back to your site to see if they were right.

5. News

Supply news stories related to your website topic. People want current and up-to-date news. If you can be their first source, they will become repeat visitors to your website.

6. Jokes

Give your visitors a little humor now and then. Don't be so serious; tell them a joke. If they associate your website with being happy they will visit again and again.

7. Free Stuff

People love to get free stuff. List free stuff on your website. It could be software, services, sample products, e-books etc. The freebies should be related to your website topic. Keep the freebies coming and your visitors will return regularly.

8. Directories

Tell your subscribers about websites related to your website topic. The websites should be interesting and helpful. Become your readers website directory and they will come back.

SMART ONLINE JOINT VENTURE IDEAS

A joint venture is when two or more businesses join together to work on a project for a set period of time. Doing online joint ventures can increase your chances of beating your competition, increasing your sales and profits, saving time and money, getting valuable referrals, and increasing your market share. The following are ten online joint venture ideas:

1. A simple joint venture would be exchanging text links or banners with other related websites.
2. Share a website with another business with the same target market. You both will be marketing and advertising the same website which means double the traffic.
3. Exchange testimonials or endorsements for each others products or services.
4. Combine your products or services together with another business into one big package. You could split the profits.
5. Do you have a product or service that doesn't sell good? Offer it as a free bonus for another business's product or service. In exchange ask for a small portion of the profits.
6. Offer to insert a promotional ad for another business into your product package. Just ask them in return to do the same for your business.
7. Trade e-zine or auto-responder ads with similar businesses.
8. Team up with related businesses to create an promotional e-book to give away. Publish your website ads in the e-book then just give it away for free.
9. Host a virtual trade show or seminar with another business. Include each other's promotional material on the website.

10. Create a freeware program with another business. Include a promotional ad for each of your businesses in the program. Submit it to freeware and freebie sites.

6 SMART Payment Offers That Sell The BEST

The way you structure your payment offers can increase your sales. I'm not talking about the way people pay like credit cards, digital payments, checks, and cash options. What I'm talking about is can your customers try before they buy, pay later, make payments, do they get a rebate, etc. **Below are six payment offers that will sell like your products or services like crazy:**



6 SMART Payment Offers That Sell The BEST

1. **Sample It** - Offer your customers a free sample or short version of your product or service. Your sample should give them only a few benefits of the full version. This will entice them to purchase the full version to get the total benefits.
2. **Name Your Price** - Offer customers a choice of what they can pay for your product or service. List your original product and price then add another product with it for a little higher price. Your orders will increase by letting the customers choose their price.
3. **Free To Try** - Offer your customers a free trial of your product or service. You could offer the free trial for 5 to 30 days. This is showing them you have confidence in your product or service and it will sell itself.
4. **Give A Little Back** - Offer your customers a cash back rebate after they buy your product or service. I feel a good rebate would be a least 10% of their purchase price or higher. This will increase your sales and, like most of us, they will forget to turn in the rebate.
5. **Pay Later** - Offer your customers the choice of being billed later for their purchase. Bill them promptly so you can get paid. Get the necessary credit info before extending them billing privileges.
6. **Little At A Time** - Offer your customers the option of paying you a little at a time for your product or service. You could divide up the purchase price into bi-weekly or monthly payments. You won't lose customers that may not be able to pay the full amount at the time.

www.WECAL.org/Gift

survey says

Do you have a list of e-mail addresses of your customers or prospects? Do you have a list of e-zine subscribers? If you have their permission, send them an e-mail survey to conduct market research. See if customers are satisfied with your products or services, or see if they enjoyed their visit at your website.

You can learn things you didn't know about your business by surveying. Maybe your customers buy your main product just to get the free gifts. Your visitors may think it's too hard to navigate through your website. You may find out most of your customers make over \$100,000 a year. By knowing this type of important information you can improve your website, products/services, advertising, and marketing.

3 Popular Types Online Business Surveys

Customer Satisfaction Surveys - what did you like or dislike about our product or service, what can we improve or add, how satisfied are you with our customer service, etc.

WebSite Feedback Surveys - did you find it to easy navigate through our site, did you find the information you wanted, what did you like or dislike about the site, how did you find our site, etc.

Demographic Surveys - what's your gender, age, income, occupation, marital status, etc.

Much of the time, people don't want to take the time to fill out a survey. To encourage them to fill out the survey offer them a freebie if they fill it out. Some ideas are free ebooks, free advertising, free reports, free internet services or a free e-zine. Hold a free online contest or sweepstakes and ask visitors to fill out a survey before they enter.

If you don't yet have an e-mail address list you could post your survey on appropriate newsgroups, forums and e-mail discussion lists. You could also upload survey software to your website or use a free survey service on the internet. To find such services just type in the keyword "survey" or "online survey" in the search engine.

SMART WAYS TO USE DATABASE MARKETING TO INCREASE YOUR ONLINE PROFITS

Database Marketing is the gathering and storing of specific information about your prospects or customers. This information is usually stored in a database program on your computer. You would then use the information to market and advertise to them. It can save you time and money because you can target your promotional efforts to your best prospects or customers.

The Types Of Information To Collect

The information will vary depending on the product or service you're selling. If you're selling a product that costs \$2 you wouldn't collect information about their yearly income. If you're selling web space you wouldn't collect information about what type of books they read. The basic information you need would be all their contact information, purchase history, and birthday. You will need to decide what other information would benefit your business.

How To Collect This Information Online

It's pretty easy to collect this information online but the hard part is getting people to give it you. The best way to collect this information is to give them something FREE in return. Ask them to fill out an e-mail survey before subscribing to your free e-zine. Tell everyone who visits your website they will get a free e-book when they fill out your online questionnaire form. Ask them this information before they sign up for a free contest at your website. Sometimes you have to give a little something to get a little information online.

Beneficial Uses For Your Database

- ❑ Find out your customers purchasing habits. Use the information to improve the design of your website. Use it to write all your advertising material more persuasively.
- ❑ Find out the things they like or dislike about your business. Use the information to target your best prospects.
- ❑ Find out how much money your prospects or customers make. Use it to improve your customer service.
- ❑ Find out what new products or services they need or want. Use it to test ideas before launching a total sales campaign.
- ❑ Find out how to your improve your existing products or services. Use it to build your customer loyalty.
- ❑ Find out which benefits or features they like most about your products or services. Use it to send electronic greeting cards on holidays or on your customer's birthdays.

The list of beneficial uses are endless. The Internet makes the process of collecting this information quicker and cheaper than offline methods. Take advantage of database marketing and watch your online profits skyrocket.

HOW TO USE OUTSOURCING TO BEAT YOUR COMPETITION

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. You could outsource accounting, secretarial tasks, factory help, computer training, web design etc.

Below are ways to use outsourcing to beat your competition.

By outsourcing part of your workload you can save time and spend more time concentrating on beating your competition.

-you won't have to take time training new employees

-you won't have to do time consuming tasks like adding on new equipment

-you won't have to learn a new software program or other equipment

-you won't have to interview employee candidates

-you won't have to fill out all the complicated employee paperwork like tax forms, scheduling, retirement plans etc.

By outsourcing part of your workload you can save money and spend more money on marketing or advertising to beat your competition.

-you won't have to buy extra office and other equipment

-you won't have to buy extra office or work space

-you won't have spend money on employee costs like; taxes, medical, vacation time, holidays, workers comp., unemployment costs etc. (these may vary by which country you do business)

There are many other ways outsourcing can help you beat your competition. Here are a few more:

- the extra help can help you complete and deliver orders faster
- you could expand your market share by becoming the middleman and offering your subcontractors services or products
- you could end up getting orders from your subcontractors
- it will allow your business to take on extra or large orders

SMART WAYS TO INCREASE YOUR LINKS

I feel the most effective way to get people to link to your website is by offering webmasters the option of giving away your free stuff. In exchange, they link to your website. Why would other webmasters want to do this? They may want give away a freebie to draw traffic to their website. They also may not have the time, knowledge or skills to give away certain types of electronic freebies from their website.

Your links will just keep multiplying. When a webmaster offers your freebie to his or her visitors. Those visitors may decide to also give away your freebie. And so on and so on... The more people who link to your website the more traffic you'll get. Below are four of the most popular types of freebies given away on the internet to increase traffic.

Free Software

Offer free software from your website. The software could be freeware, shareware or demos.

Free Online Services

Offer a free online service from your website. The online service could be an e-mail account, search engine submission or e-mail consulting, etc.

Free Information

Offer valuable free information from your website. The information could be a report, article, e-book, online audio recording or e-mail course, etc.

Free Affiliate Program

Offer a free affiliate program from your website. The affiliate program could be pay per sale, click through, two tiered, etc.

Now, I know, there are many other ways to get links like trading or exchanging links with other websites or joining a banner exchange. You can also do joint ventures or cross promoting. I feel these are not as effective as multiplying your links. I hope this article can help you increase traffic to your website.

SMART WAYS TO INCREASE YOUR TARGET MARKETS

Are your products or services geared towards only one target market? You can increase sales and profits by increasing your target markets. Below are some creative ways to increase your target markets by using your existing products and services you're selling right now.

REDESIGN

You can increase your target markets by redesigning your products and services. For example: you're selling a book called "Internet Marketing Tips For Accountants" You could rewrite part of your book and call it "Internet Marketing Tips For Lawyers". You've now increased your target markets by redesigning your book.

ADD-ON

You can increase your target markets by adding on other products or services with your main one. For example: if you're selling a football magazine you could add a free football when someone buys a subscription. You're now targeting people who want the football magazine and those that want to play football out in the yard. Sometimes people buy stuff just to get the freebies.

TEAM-UP

You can increase your target markets by doing a cross promotion with a similar non-competing businesses. For example: your business sells tennis rackets and you find another business to cross promote with that sells tennis balls. You could combine your racket and their balls in one package. You are now targeting people that need tennis rackets and balls.

10 SMART ways WRITING ARTICLES can IMPROVE YOUR BUSINESS



10 SMART Ways Writing Articles Can Improve Your Business

1. Submit them to e-zines and websites for publishing. Include your resource box at the end of the article to get free advertising.
2. Combine your articles into a free e-book. You can place your business ad in the e-book. Give it away to visitors and allow them to do the same to multiply your advertising.
3. Create an article directory on your website. People will visit your website to get the free information.
4. Submit your articles to print publications that pay for submissions. You can make extra income getting paid as a freelance writer.
5. Combine a few of your articles together into a free report. Give away the free report as a bonus for buying your main product or service.
6. Publish a book with all your articles. Make extra money selling the book from your website.
7. Give people an instant article directory. Tell visitors they can instantly add a free article directory to their website by linking to yours. All those links can add up to a large amount of traffic to your website.
8. Post your articles in related online communities. This can give you free advertising in newsgroups, forums and e-mail discussion lists.
9. Allow people to include your articles in their free e-books. Your article could end up being in 20 to 30 e-books in no time. You won't even have to promote the e-books.
10. Let people access your articles by autoresponder. Include your full page e-mail ad with the article.

www.WECAI.org/Gift

5 SMART WAYS TO GET FREE ADVERTISING

1. Give Testimonials

When you purchase a product or service and it exceeds your expectations e-mail the business a testimonial. Tell them in the testimonial the benefits you got from the product or service. Give them permission to publish the testimonial on the website if they include your sig file at the end.

2. Leave A Message

When you visit a website with a discussion board or forum leave a message. You could post a question, interesting content or a compliment about their website. Include your signature file at the end of the message. Some discussion boards let you post your banner ad or text link.

3. Leave a comment

When you visit a well designed website leave a compliment on their blog. You could give them a compliment on their content, ease of navigation, graphics etc. When you post your compliment include your sig file so other people will see it when they sign the guest book.

4. Write A Review

When you visit a website you enjoyed a lot write a review for the website Write about the benefits you gain from the site, the website design, interesting online services it offers etc. E-mail the review to the website. Tell them they can publish it on their website if they include your resource box at the end.

5. Send An E-mail To The Editor

When you read a good article or enjoy a certain e-zine, e-mail a compliment to the editor. Give the editor permission to publish the compliment in their e-zine if they include your signature file at the end. The editor may post it on his or her Website.

SIX LITTLE USED SMART ONLINE MARKETING STRATEGIES

1. Utilize Your Knowledge

Do you have extensive knowledge in a particular subject? Offer people free consulting or advice on that subject via e-mail if in exchange they either link to your website, run your promotional ad in their e-zine or place your banner ad on their website for a set period of time.

2. Become A Publisher

Publish e-zines for other people for free. In return for your work in designing, updating and gathering content you request that your promotional ad be placed at the top of each issue. Their duties will be to promote and send out each issue to their subscribers.

3. Persuade Them To Sign

A great way to get e-mail addresses and testimonials for your online business is to ask people to sign your guest book. The problem is a lot of people won't take the extra time to sign your guest book. An effective way to persuade them to sign your guest book is to give them something free in return.

4. Create An E-magazine

Publish your e-zine in ebook format. You could offer more articles per issue. You could add graphics with the articles just like in print magazines. Your advertising revenue would increase because you could charge businesses for full page color ads.

5. Tell Them What's Next

Get your visitors excited about revisiting your website. Tell them about upcoming articles, prize drawings, free stuff, etc. If they know what's in store for them, they will revisit. Tell them to sign up for an e-mail reminder or tell them to bookmark your website.

6. Share Your Information

Create a web book that's related to your website topic. Give people the option of linking to the web book so they give it away to their visitors. Put your ad on top of the title page to get free advertising. This strategy will easily multiply your advertising exposure.

HOW TO GET FREE ADVERTISING BY GIVING AWAY SMART ONLINE CONTENT

Giving away content is a powerful way to get free advertising. For example, give other people permission to use your article on their website or in their e-zine. The resource box at the end of your article acts as an ad. In return, you get free advertising. It's a win/win situation for both you and the people that need the extra content.

There are many forms of free content. It could be articles, reports, news stories, e-books, e-zines, e-mags, virtual e-mail courses, press releases, web books, etc.

You can take it a step further and make giving away content an even more powerful way to get free advertising. For example, give your free e-book to one person and allow them the rights to also give it away. Do you see what I'm leading up to? Let's say only 20 people download your e-book. Those 20 people may give away your e-book to 20 more people. That's a total of 400 people that have seen your ad in the e-book. And it just keeps multiplying!

If you keep producing free content over a long period of time it starts building up. Now, take all your free content and create an online directory. You can use your free content directory as a website traffic generator. You can ask people to add the directory to their website by linking to yours.

In conclusion, giving away content gives you three powerful ways to get free advertising. You can submit free content, allow other people to give away your free content, or have people link to your website to give away the free content. My advice is to take it one step at a time and this system will bring traffic to your website over and over for years to come.

5 WAYS YOUR BUSINESS CAN BENEFIT FROM ONLINE AUCTIONS

It seems as if everyone is talking about online auctions. And why not. There are thousands of online auctions on the internet with more popping up everyday. People love them because they can usually find great bargains. Businesses are now also seeing the benefits of online auctions.

Below are five ways your business can benefit from online auctions.

1. Get Rid Of Excess Inventory

You could sell your excess or discontinued products at an online auction. Your unsold inventory is doing you no good sitting around, collecting dust. It's an effective way to make extra income and it won't be a total loss for your business. You could even get lucky and make a profit depending on how much people will bid for your excess inventory.

2. Test Pricing For New Products

An easy way to test new product prices is to see what people will bid for them at an online auction. First, sell your product at three different online auctions. Next, calculate the average selling bid from all three auctions and will be your selling price for your new product.

3. Sell Your Products

You can get your product in front of a large audience by selling it at an online auction. Some of the bigger auction sites draw over millions of hits a year. The key to being successful is to sell your product at multiple online auctions at the same time. Let's say you sold one product a day from just one auction site. If you sell your product at one hundred online auction sites that would be one hundred sales a day!

4. Start Your Own Online Auction

Drive traffic to your website by starting your own online auction. People will visit your website to find bargains and to sell their own products. You will get plenty of repeat visitors from people rebidding on products and adding new products to sell. You could also charge other businesses to advertise on your website.

5. Lower Your Business Costs

You can find lower prices on business supplies and equipment at online auctions. I'm not saying all the time, but before you go pay retail for a new printer try bidding on one first. A company may be selling them at a lower price at an online auction because they have excess inventory.

NETWORK YOUR BUSINESS ONLINE

Networking is when two or more different businesses stay in contact on a regular basis to build and improve each other's business. There are many ways to network your business online. Participate in online business related discussion boards ,social media websites focusing on groups where your target market hangs out, newsgroups and chat rooms. You can communicate with other business people via e-mail, video conferencing and by using instant messaging programs. Join online business associations and clubs.

You'll gain many benefits from networking online. You'll learn business information you didn't know before. You can get advice on how to solve a current business problem. It can lead to new business projects. Negotiate joint ventures and cross promotion deals. Learn important skills you didn't have before. Get constructive criticism can improve your business. Brainstorm with others to come up with new business and marketing ideas.

Before you go out and communicate with other business professionals there are a few things you should know ahead of time. Know what kind of business information you are seeking. Figure out which professionals could give you this information. Know what questions you want to ask them.

5 SMART, QUICK WAYS TO INCREASE YOUR E-ZINE'S SUBSCRIBER BASE

1. Give Incentives

Give people an incentive to subscribe to your e-zine. Offer them a freebie if they subscribe. It could be a free e-book, free report, free advertising, etc. Make sure the freebie will attract your target audience.

2. Joint Venture

Joint venture with a similar e-zine. Combine your subscriber bases together and publish one e-zine. Edit and publish each issue together. You both will be promoting the e-zine which means more subscribers.

3. Allow Archiving

Allow your subscribers to archive back issues of your e-zine on their website. They may need content for their website. If people visit their website and like your e-zine, they will subscribe.

4. Form An E-zine Ring

Form an e-zine ring. Team up with 4 to 10 similar e-zines. All the publishers would agree to list each others e-zine name and subscribing information in every issue. You could call this section "Other Free E-zines You Might Enjoy"

5. Ask Subscribers

Ask subscribers to forward your e-zine to close friends, family, or associates. If they enjoy your e-zine, they will subscribe. It's almost like your subscribers are endorsing your e-zine.

THREE SMART CLEVER WAYS TO PROMOTE YOUR ONLINE BUSINESS

1. Electronic Catalog Marketing

Create a catalog of products or services in e-book or autoresponder form. Give the catalog away for free to your website visitors. Ask other websites, that aren't in direct competition with your business, if they would like to add their products or services to the catalog. If they do, just ask that in return they either link to your website, run your promotional ad in their e-zine or place your banner ad on their website for a set period of time. You could ask them to also give away the free catalog because you would already have your ad(s) in the catalog. Since you created and compiled the catalog place your ad or sponsor ad at the top or title page of the catalog. This technique will quickly multiply your advertising.

2. Donate Your Publishing

Donate to libraries. There are thousands of school, college and local libraries all over the United States and world. Even with Google, Wikipedia and the thousands of other resource sites available online, millions of people still visit libraries everyday. Why not donate your e-mail newsletter to them? You can find a huge list of libraries by searching online. Contact the library by mail, phone or e-mail. Tell them you would like to donate a free subscription of your e-mail newsletter. If they accept, find out if they want it sent by mail in print form or by e-mail so they can print out the newsletter.

You could also donate your books, audio tapes, videos, booklets, etc. If you have an e-book you could put it on disk or CD-ROM and donate it. Just have your business ad included in the material you donate.

3. Online Community Marketing

Create a popular online discussion board. Reward people points for every message posted on your discussion board. Let's say you reward each person 25 points for each posting. You could give them a free product or service for 500 points which would add up to 20 postings on your board from that one person. Just keep track of points for each person who posts on your message board. This could also work for e-mail discussion lists. Post your promotional ad at the top of your discussion board page. Everyone who visits your discussion board will see your ad.

SMART ENDORSEMENT MARKETING SECRETS

Endorsement marketing is having famous or reputable people recommend your product or service to others. They could be celebrities, star athletes, musicians, etc. Choose people that are related to your business and might actually use your product or service.

Before asking anyone for an endorsement be sure your product or service gives the results you say it does. They may ask you to prove it before they will agree to give an endorsement.

Once you find the ideal person to endorse your product or service simply contact them and ask. When proposing any endorsement deal make it a win/win situation. Tell them you would get the endorsement and they would get free publicity. If they're selling a product or service, you could exchange endorsements. If they ask for a fee, try to give them a percentage of the profits instead.

Once you get an endorsement from someone, use it on all your advertising and marketing material. Put their endorsement and picture on your website. Use their testimonial in your ads. Include it on your product packages. An endorsement can increase your sales fast. It gives credibility to your product or service. People will usually believe a person that's not related to your business before they will believe you.

ONLINE DISCUSSION BOARD ADVERTISING

Posting messages on online discussion boards is a great way to get free advertising. When you post a message include your signature file at the end. Your signature file should be no more than 5 to 6 lines. Include an attention-getting sentence why they should visit your website or e-mail your auto responder.

Some online discussion boards allow you to leave text and graphic links at the end of your messages. You will get a better click-through rate with links than just a normal signature file.

Below are three types of messages you could post online:

1. Informative Comments

Post information that would be informative to the people who participate on the discussion board. It could be an article or a study you've completed.

2. Ask Questions

Post a question on the discussion board you would like answered. This will give you a chance to meet other experts and it could lead to a profitable joint venture.

3. Answer Questions

Post the answer to another person's question on the discussion board. When you answer questions you will get known as an expert on the subject.

Before posting to any online discussion board read the FAQ or rules first. They will tell you what kinds of posts are allowed. Read the board for a few days before posting your message to see what type of messages are being posted. Never post messages on a board that are unrelated to the subject.

5 SMART LESSER-KNOWN ONLINE BUSINESS IDEAS

1. Ask people to find a hidden link in your ad copy. If they find the hidden link tell them they will get a prize or freebie by clicking on it. This will increase the chance they will buy your product or service because they will read your whole ad copy.

2. Start a members only website. Tell visitors what's in your members only site and what it costs to get access. Offer them a free membership, if, in exchange they link to your website, post your banner on their homepage or agree to advertise your website in their e-zine for a set period of time. Usually they will agree to the free advertising to save money. This is a powerful way to get free advertising.

3. Want a popular discussion board? This technique is based on the number of postings made by any one person. You could give away a free product or service to any person that posts ten or more messages on your discussion in a month. It could be a free e-book, report, e-mail consulting etc. Just keep track of everyone's postings each month. This could also work for e-mail discussion lists.

4. Give your visitors an instant article directory. Tell your visitors they can instantly add a free article directory to their website by linking to yours. Just place your ad or banner ad on top of the article directory for your main product or service. All those links can add up to a large amount of traffic for your website.

5. There are hundreds of millions of websites on the internet. Instead of marketing your website as a website. Market it as a free web book. Design your website with a title page, table of contents, chapters, etc. Just place your ad or banner for your product or service on the top of each web page.

SMART WAYS TO GET FREE ADVERTISING BY PARTICIPATING IN E-MAIL DISCUSSION LISTS

Posting messages to e-mail discussion lists is a great way to get free advertising. An e-mail discussion list is a group of people connected together via e-mail that can communicate with one another. When you post a message to a list include your signature file at the end. Your signature file should be no more than 5 to 6 lines. Include an attention getting sentence why they should visit your website or e-mail your auto responder. Try to select lists that are archived because your signature file will be viewed for years to come.

E-mail discussion lists are highly targeted. There are thousands of discussion lists with thousands of different subjects. You can usually subscribe to these lists by sending an e-mail or by filling out a web form. You want to subscribe to one that would be related to your target audience. If you are selling books about marketing, you would want to post to lists where business people and marketers would congregate.

Before posting to any e-mail discussion list, read the FAQ or rules first. They will tell you what kinds of posts are allowed. Read the messages for a few days before posting your message to see what type of messages are being posted. If the list is archived you could read the older messages. If you want to make sure, you could e-mail the list moderator. Never post messages that are unrelated to the list's subject.

There are many different types of messages you could post to the e-mail discussion list. You could post an informative comment or article that would interest the other list members. Post a question on the discussion list you would like answered. You could answer another person's question on the list. When you post and answer questions you will become known as an expert and meet other experts on the list.

UNLEASH THE POWER OF PERPETUAL MARKETING

I describe perpetual marketing as a large number of people promoting one website so they can all receive the traffic generated by each other.

For example, you decide to create a free ebook you will give away to your website visitors. You ask a large number of e-zine owners to give away the ebook in exchange for their ad in the ebook. You can just ask them to link directly to your website when they promote the ebook. You, of course, will have one of your own ads on that web page.

Let's say you get 8 out of 20 e-zine owners that agree to giveaway the ebook. The 8 e-zines total subscriber base is 75,000.

Now, you can ask more e-zine owners if they would like to promote the ebook in exchange for an ad inside the ebook. This time you can say, you already have 8 e-zines already promoting the ebook with a subscriber base of 75,000.

The next group of e-zine owners you ask will be more tempted to promote your ebook because there is a greater chance they will receive a lot of traffic from the deal. It's win/win situation!

Do you understand the power of perpetual marketing? You could have 20 or 30 e-zines promoting your website at no-cost, very quickly! You could create a new, free ebook every month and repeat the process.

This isn't the only way to use perpetual marketing. You don't just have to contact e-zine publishers you could do the same with website owners. You could use a total monthly visitor total as motivation.

It doesn't have to be just an ebook either. It could be a contest you're holding on your website. You could place the other website's ads on the contest page in exchange for them promoting the contest.

These are only a few ways to use perpetual marketing. You could use your own imagination to create new ways to use perpetual marketing that will increase your traffic and sales.

INCREASE YOUR ORDERS BY ANSWERING QUESTIONS

People will contact your customer service to ask questions about your business or products.

Did you know you can increase your orders by training your customer service to actually sell products?

You should include your signature file with all the questions you answer by e-mail. Your signature file should be no longer than 5 lines, 65 characters per line. Include your contact information, business name and an attention getting headline.

Tell people about the new products and services you offer after you're done answering their question(s) by phone. If they have already bought products from you in the past, offer them add-on or backend products.

If you're using FAQ "Frequently Asked Questions", include your banner ad on top of your FAQ site. You could also include a subscription form for your free e-zine on the site as well.

When you answer peoples questions by snail mail, include an insert advertisement for the products or services your business offers. Include your website address, e-mail address, logo, slogan and other information on all marketing material you send.

SMART WAYS TO USE ONLINE AUCTIONS AS TRAFFIC GENERATORS

There are thousands of online auctions on the internet. People love them because they can usually find great bargains. If you have an online business, you can use them to increase traffic to your website.

You could create an electronic book or report that relates to your online business, then auction it off at an online auction. You could increase traffic to your website by placing an ad for your website in the electronic publication. Some online auctions will even allow you to link directly to your website.

Electronic publications won't cost you anything to ship. You could send them via e-mail or allow people to download the electronic publication from your website. You can also auction them off for a lower price. When they visit your website you could offer them a higher priced product.

Get traffic from people who don't bid or don't get the winning bid. You could direct them to your website to download and read a free sample of the ebook or report before they bid.

If they want more detailed information about the ebook or report, you could also direct them to your website.

You can also get traffic to your website by auctioning a physical product. Print your website advertisement on a flyer or brochure then insert it into each product package you ship.

Before you start auctioning any product at an online auction, read the terms and conditions. Some auctions may not allow the auctioning of electronic products or directly linking to your website where you have other products for sale.

SMART WAYS TO SUCCESSFULLY JOINT VENTURE YOUR ONLINE BUSINESS WITH OFFLINE BUSINESSES

There are many advantages joint venturing with offline businesses. You could increase your target market by reaching audiences you couldn't advertise to before. You could get referrals from the offline businesses you joint venture with.

The key to joint venturing with offline businesses is to find ones that have the same target audience. If you're selling business software, you wouldn't want to joint venture with a store that sells candy. You won't be very successful. You would want to joint venture with an office supply or computer store.

Below are three possible joint venture deals you could set up:

1. Write a tip booklet that is related to your business. Make a deal with an offline store where they give-away your tip booklet to their shoppers with each purchase. The store you pick should attract your target audience. The store could have something free to giveaway to attract shoppers and you could have your website ad in the tip booklet.
2. Design a printed flyer for your online business. The flyer should include a description of your website, e-mail address, web address and any other important information. Make a deal with an offline store to have them include the flyer in each bag of products they sell in exchange for free advertising on your website.
3. Make a deal with a computer store to have them display your website on the computers they display in their store in exchange for free advertising on your website or in your e-mail newsletter.

Once you find a targeted offline business, contact them and present your joint venture proposal. Tell the business owner the benefits of the joint venture. Tell him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, products and services. Using all three methods above will greater your chance of having a profitable and successful offline joint venture.

SMART WAYS TO INCREASE TRAFFIC BY OFFERING A FREE COURSE

If you have extensive knowledge on a particular subject, why not create a free course for your website visitors. The course should be related to the theme of your website. If you're selling business related products, you would want to giveaway a free course about business.

You could offer the course in html, autoresponder, and ebook format.

HTML- Your course could be right on your website. On one web page, create a title page and table of contents. Use clickable chapter links so they can go to the sections easily where they need the most help.

You could increase your traffic by allowing people to give away the course to their website visitors. Just have them link to your website.

eBOOK-Your course could be in a downloadable ebook format. Include your business ad in the ebook. A good ebook software to use is Blurb, you can find it at <http://www.blurb.com/> Another great service is AutoCrit found here: <https://www.autocrit.com/>

You could allow other people to give away the ebook. They could just upload it to their own server. Every time someone downloads it, they will see your business ad.

AUTORESPONDER-Your course could be published on an autoresponder. You can sign-up to get a free follow-up autoresponder from all the free services on the internet. You can find them by typing in "free autoresponders" in your search engine of choice. Include a lesson of your course on each follow-up message sent.

You could increase traffic by allowing advertisers to include their ad in the course. Ask them, in return, to advertise the free course at their website. Just have them link to your website.

There are many other formats you can use to create your free course; online on-demand, downloadable text, pdf, print format, fax-on- demand, cassette, video, etc. You can use all the methods above with all the formats to increase your traffic.

SMART WAYS TO GET VALUABLE FEEDBACK FROM YOUR CUSTOMERS

You can learn many things you didn't know about your business by getting valuable feedback from your customers. Your customers may buy your main product just to get the free gifts. Your visitors may think it's too hard to navigate through your website.

By knowing this type of important information you can improve your website, products/services, advertising, and marketing. Below are nine techniques you can use to get valuable feedback from your customers.

-Use surveys and questionnaires regularly to improve your business. Publish them on your website, e-zine, print newsletter, direct mail material, include them with product shipments or inside product packages. Post them on appropriate online message boards, e-mail discussion lists and newsgroups on the internet.

-Create an online community for your customers. Include a chat room, message board, e-mail discussion list on your site for customers to participate in. You can regularly moderate these communities to see what your customers are saying about your business.

-Give away your products to a group of your customers. Ask them to use and review the product. Ask them to fill out an evaluation form and send it back. Some customers may fill them out, some may not, but the feedback you do get will be valuable.

-Offer your website visitors an online product or service from your website at no cost. It could be an ebook, search engine submission, consulting via e-mail, web design, etc. In return, ask them to fill out a short survey about your website, products or services you're selling, customer service, or your website.

-Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them out to dinner or give them free products.

-Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your website. After every sale, follow-up with the customer to see if they are satisfied with their purchase.

-Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't

have to type it. Offer toll free numbers for phone and fax contacts. This will make it easy for your customers to voice their opinions.

-You could regularly contact customers on birthdays or holidays. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. Call them personally to wish them a happy holiday. You could then follow-up with a survey or ask them if they're happy with your business.

-Invite your customers to company meetings, luncheons, workshops or seminars. Create special events for your customers like parties, barbecue's, dances etc. Make a point for yourself and your employees to interact with them at these event to get valuable feedback for your business.

MORE SMART WAYS TO INCREASE YOUR WEBSITE VISITS

Most of you have seen those little award graphics on websites. They are given to the website by another website or award association to reward the website for a specific reason. They usually link right to the site that has given the award.

These award sites are drawing tons of traffic to their own website. The reason is because all the websites who get the awards are linking right back to them by posting the award on their website.

What is stopping you from offering other awards to other websites? You could design a graphic for the award. The graphic could include something that will draw them to your website. Have an online form at your website so other people can enter to qualify for the award. You then judge all the entrees and pick a winner. You give them the award graphic with a link included. They post it on their website and now they're linking your website.

You could offer website awards for many reasons. The website might offer outstanding and original content. The design of the website could be very professional. It could have a fast load time. It could include original web features that aren't found on most websites. The site may be easy to navigate Through.

Let's say you give out 20 website awards a week. In a year that would be 1040 people linking to your website. If you received 2 hits a week from each link, that would be 104 hits a year from each award you have given. That equals an extra 108,160 hits to your website a year!

10 SMART, PROFITABLE WAYS TO REPURPOSE YOUR CONTENT



10 SMART Profitable Ways To Repurpose Your Content

1. Repackage your website content into different products to sell. create speeches, audio books, classes, and video tapes with your content.
2. Divide your content up and use it for promotional articles. Submit them to other websites or ezines for publicity. Just add your resource box.
3. Allow people to link to your website's content. This is a fast way to get hundreds of people linking to your website.
4. Add to your content and create an ebook to sell. You don't want to sell your free content, but if you add to it to make it of greater value, you can. It's an extra profit stream.
5. Compile it into a free ebook. You could submit it to free ebook directories. Use it as a bonus for when people subscribe to your e-zine.
6. Use your free content as a lead in product for your fee based content or private site. Just allow them the option of upgrading to the paid version.
7. Place it on follow-up autoresponders from your website. This is a great way to remind people to come back and revisit your website.
8. Create a free bonus out of your content for your main product. When you add new content, remove the old content and create a bonus product with it.
9. Use the content to create a press release. This works well if you need extra information for your press release announcement.
10. Trade content with other websites. It will give you the chance to get new content and promote your website at the same time.

www.WECAI.org/Cift

10 SMART WAYS TO LIGHT UP YOUR SALES

1. Specialize your product or service if you have too much competition. If you're selling an advertising book, rewrite part of it and target it a specific industry or type of business.
2. Sell a lead-in product at a large discount, even if you lose a little money. If people like it, you have a greater chance to sell your higher price product.
3. Give people a free version of your product. If it does what you say they, will pay for the up-grade or deluxe version to get more benefits.
4. Ask your visitors outcome questions in your ad copy like: "Where do you want to be financially the next two years?" This'll persuade them to buy.
5. Give your product away for free to people that will agree to influence your target audience to buy it. It could be experts, famous athletes, actors, etc.
6. Give your potential customers a bonus that will actually pay for their purchase. It could be money saving coupons, an affiliate program, etc.
7. Make your sales letters or ads sound like it is common sense to buy your product. For example: "Everyone knows you can't make money..."
8. Make sure your ad copy sounds like you know what you're talking about. If people sense you or your business doesn't, they won't buy.
9. Load your ad copy up with tons of benefits and bonuses. People will think and feel like they are getting a lot for their money if they buy.
10. Assume your potential customer is going to buy. For example: "Dear Future Millionaire". They will want to buy in order to feel that way.

10 SMARTWAYS TO PROLONG YOUR VISITOR'S STAY

1. Offer a free ebook that's published right on your website. They would have to stay at your website to read it.
2. Give your visitors a different free bonus for each link they click-through on your website. Example: "If you click on this link you'll get a FREE course!"

3. Make your content into a story format. They will want to keep reading to find out what happens at the end of the story.
4. Offer a search option on your website. People will stay longer because it gives them the option of searching through your website using keywords.
5. Provide a chat room on your website. They will want to chat with other people that are interested in the subject.
6. Write your content so it attracts their five senses. Use plenty of adjectives. They will stay focused on your website and block out other distractions.
7. Add a "FAQ - Frequently Ask Questions" part on your website. People won't email you a question and leave. They will stay to find out the answer.
8. Offer easy navigation. People will leave quicker if they have a hard time finding what they're looking for. Don't get them lost or they will leave.
9. Give them plenty of things to do at your website. Allow them to submit classified ads, play interactive games, add their link, sign your guest book, etc.
10. Offer free online tools they can use right at your website. It could be a search engine submitter, ad or letter templates, ebook compiler, etc.

10 SMART, FOOLPROOF WAYS TO INCREASE YOUR PROFITS

1. Create benefit intensifiers for your list of ad copy benefits. Example, The Benefit: "Save More Time", The Benefit's Intensifier: "Never Seen Before".
2. Use a little humor in your ad copy. It could be the little extra motive you need to close a sale. People are usually persuaded easier if they're in a good mood.
3. Ask your visitors questions that induce thoughts, feelings, memories and emotions that will influence them to buy.
4. Tell your visitors what their friends or family will probably think when they buy your product. People care about what other people think of them.

5. Use blue, underlined text links. People have been branded that blue, underlined text are links. You do not want to lose visitors by using a different color.
6. Consider outsourcing part of your workload to a virtual assistant. You won't have to pay the extra employee costs and you can save precious time.
7. Increase your traffic by holding a free teleclass. You can refer people to your website for more information.
8. Add an extra profit stream by selling the reprint rights to your website content. It could be articles, e-books, reports, etc.
9. Spy on your competitors by buying their products. You'll find out about their customer service, follow up marketing, up sell offers, etc.
10. Allow your visitors to assume you are a large corporation. Use professional web design, graphics, content, customer service, etc.

10 SMART, FLAMING HOT WAYS TO CATAPULT YOUR SALES

1. Create an email discussion list. The list should be related to your website's subject. Place your ad on all posts and it will remind people to visit your site.
2. Prove your product is a bargain. Add a lot of free stuff to your offer or, if you've sold the product for a higher price before, show them the difference.
3. Make your website more useful. Sell ad space, generate hot leads, answer visitor questions, offer free content, be news friendly, etc.
4. Make the most of each visitor. Sometimes your price is too high. You should provide a variety of similar products at different price ranges.
5. Test and redesign your banner ads till you get your desired click through rate. Once you do, join many banner exchanges and buy ad space.
6. Use holidays as a reason to get free publicity. Write a press release or article about the current holiday. It'll have a high chance of being published.

7. Utilize the free content on the internet. Publish one article on a single web page and your main website link then upload it as a doorway page.
8. Test your new products on the bottom of your home page. You don't want to take away hits from your best selling products until others are proven.
9. Make commissions without joining an affiliate program. Just propose a joint venture offer to websites that don't have affiliate programs.
10. Persuade other websites to link to yours. It can improve your search engine ranking. Just offer them something of value in return.

24 SMART PRESS RELEASE SECRETS

1. Your press release should sound like news, not an ad.
2. You should only send your press release to the media related to the topic of your press release.
3. Keep your press release one page in length.
4. Your header, contact information and release date should be at the top of your press release.
5. Use short sentences and double space your lines.
6. Your header and first few sentences should grab the reader's attention.
7. You should tell a story and mention your business, product or service in the body of the press release.
8. Proofread your press release many times. Look for grammar and spelling mistakes.
9. Write a press release about the new products or services you're offering on your website.
10. Create a press release about the results of an online survey or poll you have completed.
11. Submit a press release about a trade show or seminar you're hosting.
12. Write a press release about no cost chat room classes you are teaching.

13. Create a press release about your opening of a new website.
14. Submit a press release about an online award your business or website has won.
15. Write a press release about a free e-zine you're publishing.
16. Create a press release about online products or services you're giving away.
17. Submit a press release about an online business association or club you're starting.
18. Write a press release about a famous person that's endorsing your business.
19. Create a press release about a joint venture you are doing with another business.
20. Submit a press release about a new book or e-book you wrote.
21. Write a press release about an expert who is speaking in your chat room.
22. Create a press release about a fundraising event you're doing at your website.
23. Submit a press release about a new contest or sweepstakes you're having at your site.
24. Write a press release about major sponsorships you're doing online.

HOW TO TURN ANY PRODUCT YOU SELL INTO RESIDUAL INCOME

The concept of this is for you to offer a subscription type product as an upsell or backend product. For example, if you're selling an ebook for \$37 offer a subscription to a related e-zine for \$9.95 a month. Instead of an e-zine, it could be monthly updated information for the ebook.

It's not just for e-books, you can make it work for any product or service you sell. Some subscriptions that might work for your product could be:

- e-mail/telephone consulting
- a private or members only website
- print newsletters/magazines
- product updates
- subscription warranties
- product insurance

- e-zine/webzines
- the ideas are endless.....

The subscription product should be related to the product or service you're selling. You could charge a weekly, monthly, or yearly subscription for the upsell product. You could sell your main product and upsell product as a total subscription package deal. You wouldn't charge the one-time price for your main product; you would just charge the basic subscription price of the upsell product.

The major benefits are that you don't have to keep creating new upsell and back end products. Once you get enough subscribers you won't have to sell anymore, you just keep generating income from your current subscribers. You would only have to sell again if you lost a lot of subscribers.

SIX SMART WAYS TO CREATE INCOME WITH YOUR WEBSITE

1. Sell advertising space on your website. You could sell banner or classified ads. If you want to make more money, sell sponsor ads that get top placement or the best exposure.
2. If you have enough web space, you could rent other people's web pages. You could also give them away for free and make money by including your banner ad on the web pages.
3. Charge people a fee to access part of your website. People will pay you money for your website content if it's valuable to them. The content can be ebooks, reports, software, etc.
4. Sell your own products or services. They should be related to your target audience. You want to be able to take credit cards on your site and deliver your product to them as fast as possible.
5. Make money selling other people's products and services through affiliate programs. They'll give you a link to all track your sales. You could be paid per sale, click or sign-up.
6. Publish an e-zine from your website. Have them subscribe to the e-zine right from your website. You could sell classified or sponsor advertising inside your e-zine.

FIVE SMART BREAKTHROUGH MARKETING IDEAS

1. Offer to insert ads into your product package for other businesses. Just ask, in return that they do the same for your business. You should only trade insert ads with businesses that have the same target audience.

2. Offer a free daily class in your website's chat room. The class should be related to the subject of your business or website. This will get people to visit your website everyday.
3. Do you have a product that doesn't sell good? Offer it as a free bonus for another business's product or service. You'll get free advertising by placing your website or business ad on the free bonus.
4. Place different emotional response ads for the same product or service all over your website. One ad may hit their hot button to buy more than another ad.
5. Publish your e-zine in e-book format. You could offer a larger number of articles per issue. It also allows you to include graphics with your ezine. Your advertising revenue would increase because you could charge businesses for large color ads.

HOW TO GET THE MOST FROM YOUR FREE EBOOK MARKETING CAMPAIGN

First, your ebook needs to have an attractive title. The title should grab the attention of your intended target audience. The more appealing the title, the more your ebook will be downloaded.

Your ebook needs to have quality content. You can write your own content or ask permission to use another author's content. Your ebook will be read more if the content is original.

You will want to put your ad on the title page or on the table of contents. This will give the most exposure for your website or the products you're selling.

It's important to put your ebook in as many formats as possible. Most ebook software only allows the ebook to be read by certain browsers and software. People may not take the time to download a new software program in order to read your ebook. Other versions of your ebook could be in HTML, autoresponder and downloadable text format.

You can contact other business owners and ask them if they would like to include their ad in your ebook. Just ask them in return to advertise your free ebook on their website or in their e-zine for a set period of time. This method will get your free ebook marketing campaign off to a fast start.

Allow the people who download your ebook to give it away to their visitors. This will multiply your free ebook's exposure. Submit your ebook to the growing number of free ebook directories

on the internet.

These websites also offer more information about ebook marketing. Some of them also have ebook discussion forums where you can ask questions and learn more about ebook marketing.

HOW TO CREATE URGENCY SO PEOPLE BUY NOW

You must create urgency so people will buy your products or services now. They may not revisit your website or see your ad again.

How do you do this? You must use a limited time offer. Limited time offers stop people from putting off buying your products or services. It stops them from procrastinating.

There are many different types of limited time offers.

Here are a few.

Limited Time Price Offers

For example, Order Now! While the price is still low. After Dec 23 this price will go up to...

Limited Time Discount Offers For example, Order before Midnight, Nov. 5 and you will get 25% discount!

Limited Time Free Bonus Offers

For example, Order before April 2, 2000 and you'll get a free bonus!

Limited Time In Stock Offers

For example, Order Now! While supplies last! After Oct. 31 we can't guarantee we will have any left in stock.

Not everyone will order the first time they see your ad. If they are your ideal target audience the odds of a sale increases as limited time offers are more likely to make them buy now.

FIVE SMART PLACES TO FIND NEW PRODUCTS TO SELL

Joint Venture Deals

Contact other business owners and ask them if you can sell their products or services. The products or services should be related to your target audience. You could set up a deal to just market them and receive a percentage of the profits.

Affiliate Programs

Join another business's affiliate program. You just sign-up at their website and they give you a link that tracks all your sales. Every time someone orders or clicks through your link you receive a commission.

Wholesalers

You can buy products at a large discount through a wholesaler. Just order the products from your wholesaler of choice. When you receive the products markup the price to the amount you want to sell them for.

Reprint/Duplication Rights

Some businesses offer you the right to buy licenses to reprint or duplicate their products. You pay for the license and then you can reproduce the product and keep all the profits. The license stipulations may vary from business to business.

Drop Shippers

You can sign-up to a drop shipper program from another business or wholesaler. When someone orders the product, you keep a percentage of the sale and send the rest of the order to the drop shipper. The drop shipper will then ship the product to your customer.

Follow-Up With Freebies

It's important to follow-up with potential online customers. Following up with them can increase your traffic and sales. The more times people see your ad, the greater chance they will buy your product or service.

Before you can follow-up with them you need their e-mail address. You can get their e-mail address by having them subscribe to your e-zine, fill out a website form, or e-mail your follow-up autoresponder.

Most people won't give you their e-mail address unless they get something in return. The most effective way is to offer them an internet freebie. Here are some ideas.

Free E-Gifts

It could be free software, guest books, web space, graphics message boards, etc.

Free Internet Services

It could be free e-consulting, search engine submissions, web design, etc.

Free E-Information

It could be a free e-book, e-report, web book, e-course, e-zine, etc.

When you follow-up with the freebie, you can include your ad somewhere on the freebie. If it's a free service, have your ad in the follow-up e-mail. Make sure you always get their permission before you follow-up with them by e-mail.

Benefit By Helping Others

Many people don't have the time or skills to write and create ebooks to give away to their website visitors. Giving away ebooks from your website can easily increase traffic and sales. Why not create promotional ebooks for other people to use so they can promote their website.

First, you will need to write and create your own ebook to give away to your visitors. If you don't want to write one, you could ask permission to use another writer's articles or material. Be sure to include your text or banner at the beginning of the ebook.

Once your ebook is uploaded to your website you can allow people to download it and give it away to their website visitors. Your ad will continue to be spread all over the internet.

You can take this strategy one step further to make it even more powerful. Allow people to sign-up to get a version of the ebook with their own text or banner ad included in it. With their own ad included in the ebook, they'll work harder to promote it. That means your ad will be seen by even more people. It's now a win/win situation for you and your visitors!

THREE SMART WAYS TO REMIND YOUR CUSTOMERS

If you don't remind your customers that you are still in business they may forget. Repeat customers are the lifeblood of any business. Below are three effective strategies you can use to remind your customers that you are still in business and get them to buy over and over again.

1. Ask your customers to subscribe to your free publication. It could be a print newsletter, e-zine, newspaper, journal etc. You could send out the publication weekly, monthly, bi-monthly, etc. The articles in the publication should be informative and helpful to your readers. You can increase repeat purchases by including advertisements of new products and services that you offer.
2. Ask customers to sign-up to an e-mail update that tells them when you have made changes to your website. Whenever you update your website send them an e-mail to remind them to visit again. If you're using this strategy it's important to update your website often. Add new content that would be of interest to your customers.

Add freebies like software, online utilities, ebooks etc.

3. Follow-up with your customers. You could follow-up by e-mail, direct mail or by telephone. It's always important to get their permission to follow-up ahead of time. You could contact them and ask them if they were happy with their purchase. Send them online or offline greeting cards on holidays and birthdays. You could also follow-up with a free gift letting them know you appreciate their business. You can get repeat business from them if you include another product offer or back end product with each follow-up.

Any of the three strategies above will increase the number of repeat purchases from your current customers. You can increase their effectiveness by combining all of them into your marketing campaign.

TEN SMART BREAKTHROUGH MARKETING IDEAS

1. Create a directory of websites on a specific topic. Give people the option of adding the directory to their website by linking to it. Put your business advertisement at the top of the director's home page. This technique will get lots of people to link to your website and give you free advertising.

2. Do you have a product or service that doesn't sell good? Offer it as a free bonus for someone else's product or service. Get free advertising by placing your website or business ad on the product or in the product package.

3. Trade autoresponder ads with other businesses. If both of you send out information with autoresponders just exchange a small classified ad to put at the bottom or top of each other's autoresponder message.

4. Start a free tip line. Offer a free daily, weekly, or monthly tip recorded on your voicemail. The tips should be related to your business. Include your ad for your website or business at the beginning or end of your message.

5. Exchange content with other websites and ezines. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content.

6. Offer to insert ads into your product package for other businesses. Just ask, in return that they do the same for your business. You should only trade insert ads with businesses that have the same target audience

7. Offer a free daily class in your website's chat room. The class should be related to the subject of your business or website. This will get people to visit your website everyday.

8. Do you have a product that doesn't sell good? Offer it as a free bonus for another business's product or service. You'll get free advertising by placing your website or business ad on the free bonus.

9. Place different emotional response ads for the same product or service all over your website. One ad may hit their hot button to buy more than another ad.

10. Publish your e-zine in e-book format. You could offer a larger number of articles per issue. It also allows you to include graphics with your ezine. Your advertising revenue would increase because you could charge businesses for large color ads.

SMART WAYS BUNDLING WILL INCREASE YOUR PROFITS & SALES

An effective way to increase your profits and sales is to bundle many products or services together into one package. This gives people more reasons to buy your products and services. People also have come to believe package deals are a better value. You want all the products or services to be closely related. For example: if you're selling a computer you could add in software, hardware, computer furniture, etc.

There are many ways to go about choosing the right products or services to bundle into one package. You could survey your customers and see what products or services they would like you to offer in the future.

Spy on your competition and see what products and services they're offering or not offering. If you would like to, bundle unrelated products or services together, ask your customers which ones would be of interest to them.

Bundling can also increase your target markets which in return would give you a larger audience to sell your products and services. For example: if you're selling a baseball magazine you could add a free baseball when someone buys a subscription. You're now targeting people who want the baseball magazine and those that want to play baseball out in the yard. Some people buy a package deal just to get one of the products.

There are many sources where you can find products and services to create a package deal. You can buy them from wholesalers or drop shippers. You can buy the reproduction/resell rights to other people's products.

Team-up with your competition to create a package deal. You could joint venture or cross promotion deal with other businesses. You could also create your own products and services. Be creative!

When You Give, You Shall Receive

You can increase your marketing exposure effortlessly by placing your ad on free stuff, then allow other people to give it away. The more people that give away your free stuff the more your ad will be seen.

Most free stuff can be created easily and without little or no expense. Electronic freebies are perfect because with these types of freebies there's no shipping or physical material costs.

Below are some popular types of electronic freebies.

Free e-Coupons/e-Gift Certificates-Give your visitors free electronic coupons and gift certificates for your products or services.

Free e-Books-Give your visitors a free electronic book. The e-book should be related to your website theme.

Free e-Reports-Give your visitors free electronic reports. The reports could be in autoresponder form or in text format.

Free e-Courses-Give your visitors a free electronic courses. They could e-mail your follow-up autoresponder and be sent a lesson each day.

Free Software-Give your visitors free software. It could be a game or a useful utility. Just have them download it right from your website.

Free Online Services/Utilities-Give your visitors free online services or utilities. They should be ready to use right from your website.

In conclusion, when you use this marketing strategy it will quickly spread your advertising all over the internet.

DON'T FORGET ABOUT OFFLINE ADVERTISING

A lot of online based businesses forget about offline advertising. It is important to combine offline and online advertising together in your marketing campaign. You can market offline more effectively by targeting people that actually have access to the internet. In all your advertising you want to include your website address, e-mail or autoresponder addresses, and the e-mail address to subscribe to your e-zine.

Below are 10 smart offline marketing ideas:

1. Place classified or full page ads in print publications. The print publications should be computer or internet Related.
2. Post flyers in stores. They could be computer stores, software stores, libraries etc.
3. Buy mailing lists and send direct mail. You should make sure that all the people on the mailing list are internet users.
4. Buy commercial time on T.V. They can be during shows that are targeted toward internet users.
5. Pass out your CD-ROM or diskette business cards at special events. It could be at trade shows, seminars, fairs, etc.
6. Set up a deal with another business that targets internet users. Pay the business to insert your business ads in their product packages.
7. Hold a free offline class and teach people how to use their computer or how to use the internet. You could have your website on display as an example.
8. Do co-op mailings with other businesses. They should also be targeting people with internet access.
9. Give away free mouse pads. Put your advertising on the mouse pads and give them away at computer or internet events.
10. Advertise in card decks. The card deck you advertise in should be targeted toward internet users.

You would also want to target your offline advertising to groups of people that will actually be interested in your product or service. If you're selling business books, you will want to market to business owners. In conclusion, if you have a business that's only based online, you don't want to market to people that don't have access to the internet.

FIVE SMART, PROVEN WAYS TO PROMOTE YOUR WEBSITE

1. Holding a contest or sweepstakes is a proven way to promote your website. You can announce your site to hundreds of websites that list free contests and sweepstakes. Send out a press releases about your contest or sweepstakes. Ask entrants to your contest or sweepstakes if they would accept offers from your business in the future by e-mail.

2. Use online chat rooms to promote your website. Find the right chat room where your targeted audience would gather. Announce to everyone in the chat room something interesting or free that's offered on your website. This will draw visitors to your website. Always be aware of chat room rules before engaging the visitors in a sales pitch that could be considered spam.

3. Cross promote your website with other sites. I try to find other websites. that have the same target audience, but are not in direct competition with my business. Doing cross promotions with other businesses increases your profits, sales, and beat your competition. You can find businesses to cross promote all over the Internet.

4. You can easily promote your website by using traffic generators. It could be a free e-zine, service, e-book, contest etc. Giving away traffic generators gives you the opportunity to get free advertising by including your ad on them . There are online directories that will also let you submit your freebie information. You can even let other people give away your traffic generators.

5. Posting messages to e-mail discussion lists is a great way to promote your website An e-mail discussion list is a group of people connected together via e-mail that can communicate with one another. When you post a message to a list include your signature file at the end. Include an attention getting sentence why they should visit your website.

10 CONCERNS TO HAVE BEFORE CREATING A MEMBERS ONLY WEBSITE

1. What will be the title of your members only website and will it have a subtitle? Will you have a logo, slogan or graphics for your members only site?

2. What type of content will you include in your members only website? ebooks, articles, software, interview transcripts, etc.

3. Will your members only website host a member community? message boards, chat rooms, online classes, online consulting, etc.

4. Will you be the only content provider or will there be other providers? Will you ask other members to contribute related content to your member's site?
5. How will you allow people to navigate, find or search for information in your members only site? Links, search engine, index, table of contents, etc.
6. Will your members only website be sold as a product or will it be used as a promotional tool? Will you be promoting back end products in it?
7. Will your members only website ad contain a guarantee, testimonials, strong headline, a major benefit, limited offer, free bonuses, etc.
8. What type of payments will you accept for the members only website? Will you be billing them once, monthly, quarterly or yearly?
9. Will you let your prospects read a free sample? content excerpt, ebook chapter, article, a free hour pass, free limited membership, etc.
10. Will you password protect your members only website, use an honesty system or change the url every now and then?

10 SMART PRODUCT SELLING FORMULAS

1. Sell your products at a wholesale price to retail websites. You could sell them individually or in bulk.
2. Set up joint ventures with other businesses to sell your product to new customers. They can introduce it to their customers for a set price.
3. Allow other websites to sell your product for a set commission. They can take a percentage of the sale and send you the rest of the order to drop ship.
4. Sell your product through an affiliate program. You just pay people a set commission for each of their sales or click throughs.
5. Sell people the rights to reproduce your product. You could sell them straight out for one price or collect royalty payments from each sale they make.

6. Set up a cross promotion deal with another web business. Allow them to sell your product as a back end product to their existing customers base.
7. Sell your product in a package deal with other web businesses. You can both advertise it and split the profits.
8. Rent your products out for a set period of time. It's like selling but, you get the products back to rent again.
9. Allow people to subscribe to your products. It works best when selling info products, services or Memberships.
10. Allow people to lease your products. It's like renting them but they have the option of buying at the end of the lease.

10 SMART WEBSITE ADD-ONS THAT CAN CATAPULT TRAFFIC

1. Add a message board to your website. People will visit your website to ask questions and answer other people's questions.
2. Add a directory of website links to your website. People will visit your website to find related website links for the topic they're interested in.
3. Add an article section to your website. People will visit your website to read and learn new info related to their interests.
4. Add an archive of past e-zine issues to your website. People will visit your website to read past issues of your e-zine that they've missed.
5. Add a free ebook directory to your website. People will visit your site to download, study and read new information.
6. Add a free classified ad section. People will visit your website to place their own free classified ad and to read other offers.
7. Add a free link page to your website. People will visit your website to place their own link and to look at other people's links.

8. Add an "about us" page to your website. People will visit your website to read about your business and yourself.

9. Add a guestbook to your website. People will visit your website to leave their opinions about your business and to list their signature file.

10. Add a free software download page to your website. People will visit your website to find new software that will make their life easier.

10 SMART REASONS TO SURVEY YOUR VISITORS, SUBSCRIBERS AND CUSTOMERS

1. You'll find out what type of content visitors want to see at your website. This will attract your visitors to revisit and read the content.

2. You'll find out how to improve existing products or services. This will attract new customers to buy from your business.

3. You'll find out which products or services your customers would like to see you sell in the future. This will increase your back end product sales.

4. You'll find out how to improve your customer service. This will cut down on customer complaints and how to better resolve problems.

5. You'll find out how to improve your sales letters or ads. This will increase your sales, traffic or ezine Subscribers.

6. You'll find out what kind of articles or interviews they want to see in your free e-zine. This will raise your e-zine's readership.

7. You'll find out how to design your website to fit your visitors needs and wants. This will increase the time your visitors spend on your website.

8. You'll find out what kind of non related products or services your customers would buy. This will help your business easily move into a different market.

9. You'll find out how to better price your products. This will help you sell your products or services at a price that will pull the most orders.

10. You'll find out where your potential customers are hanging out. This will inform you where to market and promote your products.

10 Free BONUSES THAT can IGNITE YOUR PROFITS

1. Interview Articles - You could compile an ebook or report of interviews you've given to experts from your particular industry.

2. Coupon eBook - You could compile an ebook full of coupons from other products you sell or from other businesses you've made coupon deals with.

3. Online Gallery - You could compile a free online gallery of pictures, graphs, charts, or graphics that is related to your target audience.

4. Webcam - You could set-up a webcam so your customers could view a particular environment or place they are interested in.

5. E-zine Archives - You could bundle all your old e-zine issues together into an e-book or member's website.

6. Survey Results - You could compile together the results of all the surveys you've taken from your website visitors. It could be an ebook or reports.

7. Personal Journal - You could publish a personal journal of daily actions you take that's related to your particular industry.

8. Calendar Of Events - You could publish a list or ebook of events related to your target audience, It could be trade shows, seminars, fundraisers, etc.

9. Top Lists - You could publish a list or ebook of top ten lists that your customers would be interested in. It can be about related products, people, etc.

10. Email Discussion List - You could make a private e-mail discussion list only for people that purchase your product.

10 SMART ways TO INCREASE YOUR FREE eBook DOWNLOADS



10 SMART Ways To Increase Your Free eBook Downloads

1. Anticipate the objections your visitors might have about your free ebook offer. You should research your target audience's needs and wants.
2. Allow your visitors to feel good about themselves by giving them compliments. If they feel good, they will also feel good about downloading your ebook.
3. Tell your visitors the emotional and logical reasons why they should download your free ebook. It can be the goals they'll accomplish, positive feelings, etc.
4. Publish a list of respected or famous people that have downloaded your free ebook. Just remember to get their legal permission first.
5. Tell people what they're thinking and feeling as they read your ebook ad. Most people will start to actually do it, statements should back up the ebook.
6. Make your free ebook offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses.
7. Create rapport with your visitors by telling them something they already know is true. They'll know for sure you're not lying and download your ebook.
8. Show your visitors how much enthusiasm you have for your free ebook. Most people will start to feel the same and download your ebook.
9. Make your visitors curious about your free ebook by telling them they need to sign-up to get access to a password protected site in order to download it.
10. Motivate people to download your free ebook. Tell them a lot of positive things like: "You can now reach your goals and change your life forever!" CAUTION: Make sure you are not over-selling with the hype.

www.WECAI.org/Cift

10 SMART, MAGIC ways TO BOOST YOUR E-zine SUBSCRIBERS

1. Show your potential subscribers a sample issue of your e-zine. Black out some of the important info; this will make them more curious & subscribe.

2. Give away a free follow-up autoresponder course. Publish your e-zine ad in each lesson. The more people see it, the higher the chance they'll subscribe.
3. Offer your potential customers a discount on a particular product you sell if they subscribe to your free e-zine.
4. Give other businesses permission to give a free subscription to your e-zine as a bonus for a product they sell.
5. Ask your potential subscribers questions that'll persuade them to subscribe like: "Would you like to be able to retire before you're 40?"
6. Write your e-zine's ad to sound like it is common sense to subscribe. For example: "Everyone knows you have to..."
7. Assume people are going to instantly subscribe to your e-zine. For example: "Dear Healthy Subscriber" They will want to subscribe in order to feel healthy.
8. Allow your subscribers to collect stuff from each issue of your e-zine. It could be ebooks or software. They'll tell others and those people will subscribe.
9. Tell people what their friends or family might say as a result of them of learning what's in your e-zine. People care about what other people think of them.
10. Make people feel like it's their idea to subscribe, they will be less hesitant. Tell them in your ad "You are making a smart decision for subscribing".

10 SELDOM USED FREEBIES THAT CAN INCREASE YOUR TRAFFIC AND SALES

1. Checklists-Create a list of things to check for a particular process related to your business's topic. Ex: a checklist for creating a website.
2. Templates-Design a template that will make a certain action easier for your target audience. Ex: a template for writing a resume.
3. Text Workbook-Publish a text format ebook so your audience can learn and practice a certain skill. Ex: a text workbook for writing ad headlines.
4. Transcripts-Create an ebook of text transcripts of a related live event. It can be a seminar, speech, class, interview, etc.

5. Dictionary Of Terms-Publish a web directory or ebook dictionary of terms relating to your specific business industry or subject.
6. Advice Service-Offer a live chat room where you or your employees can give your visitors and customers advice on your business topic.
7. Human Research-Offer a free service where you will search for sites or information your visitors or customers can't seem to find online.
8. Plans-Create ready-made plans for a particular project your target audience wants to accomplish. It could be marketing plans, landscape plans, etc.
9. Forms-Offer printable, ready-made forms your visitors or customers would use regularly. It could be legal forms, organizational forms, etc.
10. E-mail Reports-Publish quarterly e-mail reports that contains new research discoveries, surveys, and statistics about your related industry.

15 SMART CREATIVE WAYS TO MAKE MONEY WITH EBOOKS

1. Allow other e-zine publishers or website owners to republish small nuggets or excerpts of information from your ebook with your byline or ad included.
2. Make extra profits from selling monthly updates of your ebook. You could also back end sell the extra never released chapters of your e-book.
3. Give away a free ebook and then give people an option of buying the paid version of the ebook. Also let others give away the free version of your ebook.
4. Divide your ebook content into reports then give people the option of just purchasing the info they want.
5. Purchase reprint rights to other people's ebooks and combine them with yours in a large package deal or private ebook library website.
6. Change the benefits on your ebook ad copy into links. When people click on it take them right to the order page. It'll give them a urge to buy your ebook.
7. Charge people a cheap price to read half of your ebook. If they like it, they can pay full price to read the other half.

8. Offer freebies that are related to the ebook your selling. It could be free monthly ebook updates, free e-zine, free consulting, etc.
9. Show your prospects a sample page out of your ebook. Just black out some of the important info. This will make your prospects curious to buy.
10. Provide a low and high priced version of your ebook. Show benefits of each version side by side. People usually spend a little more for extra info.
11. Offer the reprint rights to your ebook. You can sell the rights with the regular purchase price or as a separate higher price.
12. Make your ebook available for offline people. You could turn it into a print book, report, video, audio book, print newsletter, etc.
13. Redesign your ebook for specific niches. You can create multiple profits with very little work. Ex: Turn a business ebook into a craft business ebook.
14. Give your prospects discount coupons on other products when they purchase your ebook. It could be your products or others that you made deals with.
15. Divide your ebook into online newsletter issues. You could charge a recurring monthly subscription for people to view each issue.

10 SMART BONUSES THAT WILL SELL YOUR PRODUCTS FASTER

1. Consulting-Give your customers advice on topics related to your product or service. You can consult via e-mail, message board or chat room.
2. e-Book-Compile related product information or instructions into an ebook. You could publish it in text, pdf, html or exe format.
3. Customer's Only Discussion Board-Make a place online for your customers to communicate about your business or similar information.
4. E-mail Newsletter-Publish an informative e-zine that keeps your customers informed of important or helpful information related to their purchase.
5. Private website-Give access to a private part of your website where customers can find helpful information non customers can't access.

6. Download Software-Allow your customers to download software that's similar to or compliments their main purchase.
7. Online Utility-Give customers a web utility that will make their life easier. It can be a calculator, graphic creator, website submitter, etc.
8. Chat Room Class-Teach your customers how to better use your product or about a subject that relates to their purchase.
9. Online Video-Allow customers to download or view a related how-to video or informative seminar right over the internet.
10. Online Audio-Allow customers to download and listen to a recording of an expert that is being interviewed right over the internet.

10 WEBSITE DESIGN AND WRITING NO-NO'S

1. Don't load your website with a lot of high tech clutter. Your visitors may miss your whole sales message.
2. Don't use unnecessary words or phrases on your site. You only have so much time to get your visitor's attention and interest; make every word count.
3. Don't make the mistake that everyone will totally understand your website message. Use descriptive words and examples to get your point across.
4. Don't write your strongest point or benefit only once. You should repeat it at least 3 times because some people may miss it.
5. Don't push all your words together on your website. People like to skim; use plenty of headings and subheadings.
6. Don't use site content your target audience isn't interested in. If people are coming to your site to find info about fishing don't include soccer content.
7. Don't use 50 different content formats all over your website. Use the same fonts, text sizes, text colors, etc.
8. Don't use words your website visitors might not understand. People are not going to stop and look in a dictionary, they will just go to another site.

9. Don't let "words and phrases that sell" go unnoticed. Highlight important words and phrases with color, bolding, italics, underlining, etc.

10. Don't forget to use words that create emotion. All people have emotions, people will have more interest when they are emotionally attached.

10 SMART WAYS TO MAINTAIN PROFITS IN A SLOW ECONOMY

1. Sell more back end products to your existing customer base. You already created rapport, trust and proved your credibility to them.

2. Make it a practice to up sell to new and existing customers. After they decide to buy one product, offer them another product.

3. Cross promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost.

4. Create joint venture deals with other businesses. You can expand your product line and target other profitable markets at a lower cost.

5. Start an affiliate program for your business. You will be able to spend less profits on risk advertising and spend more money on guaranteed sales.

6. Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads, links, print ads, etc.

7. Outsource part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc.

8. Add low cost bonuses to your offer that have a high perceived value. It could be ebooks, members only sites, consulting, e-reports, etc.

9. Use viral marketing to promote your business on the internet. Give away free stuff with your ad copy include on it so others can give it away.

10. Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc.

20 SMART QUESTIONS TO ASK BEFORE CREATING AN EBOOK

1. What will be the title of your ebook and will it have a subtitle?
2. Will you be the only author or will there be other co-authors?
3. Will you publish a print version of your ebook?
4. How many pages will your ebook be?
5. Will your ebook contain graphics, pictures or charts?
6. Will your ebook include an appendix and index?
7. Will you ask other authors to contribute related articles to your ebook?
8. What file formats will your ebook be available in; text, pdf, exe, html, etc.?
9. Will your ebook be sold as a product or will your ebook be used as a promotional tool?
10. Who will be your ebook's target audience?
11. What major benefit does your ebook give your target audience?
12. Will you offer your prospects a guarantee and testimonials to read?
13. Will you include a bibliography about yourself in the ebook?
14. What personal information will you include about yourself in the ebook?
15. What colors and graphic(s) will be included on the ebook cover?
16. Will you let your prospects read free sample chapters or excerpts to entice them?
17. Will you turn the ebook into other information products like videos, audio books, teleclass, etc?
18. What type of payments will you accept for the ebook?

19. Will you allow others to give away your free promotional ebook?

20. Will you be selling the reprint rights to your ebook?

10 RARELY USED WAYS TO UPGRADE YOUR AD

1. Tell your potential customers special events your business has sponsored. It could be charities, fundraisers, charity auctions, etc.

2. Tell your potential customers about any mergers or joint ventures with other reputable organizations or businesses they would recognize.

3. Tell your potential customers some valuable info. This will create rapport with them. It could be tips, a how-to excerpt, etc.

4. Tell your potential customers about reviews of special events your business attended. It could be trade shows, seminars or conferences.

5. Tell your potential customers stories about your customer service. It could be how you help a new customer, an award you won, etc.

6. Tell your potential customers stories about your employees. It could be about why they like to work for you, their personal profile, etc.

7. Tell your potential customers about milestones and goals your business has achieved. It could be a sales goal, customers served goal, etc.

8. Tell your potential customers about innovations your business has discovered. It could be inventions, new technologies, patents, new products, etc.

9. Tell your potential customers the things you have done to improve your product. It could be lighter, faster, heavier, slower, etc.

10. Tell your potential customers a little history or past information about your business. It could be how it started, how you got the product idea, etc.

10 WAYS TO SHIFT YOUR SALES INTO OVERDRIVE

1. Publish testimonials for your free stuff. It would increase their value and if they're viral marketing tools, you'll have more people giving them away.
2. Give your visitors a good time so they will visit your website again. Use a few jokes, humorous graphics and funny stories.
3. Make money from websites that don't have an affiliate program, by doing a joint venture. Set up the affiliate program through a third party for them.
4. Build rapport with your potential customers by teaching them something new. Provide them with free ebooks, articles, tips, courses, etc.
5. Allow your visitors to collect things from your website so they will stop back again and again. It could be a series of software, ebooks or articles.
6. Keep each page of your website consistent or similar. Use similar text fonts, colors, graphics and background on every page.
7. Build a popular directory of freebies. It will draw tons of traffic to your website and you can request that submitters place your link on their website.
8. Create traffic generators that people can add to their site without doing all the work. It can be an article directory, free resource directory, web tool, etc.
9. Challenge your visitors to buy your product or service. People love a good challenge. Tell them if they can find a flaw you'll give them a refund.
10. Form a strategic alliance with other related but non-competing businesses. You'll be able to beat your competition by selling to a larger audience.

10 REASONS TO SELL A FEE BASED SUBSCRIPTION EZINE

1. You will create residual income. For example, if you charge a monthly subscription fee, you will get recurring income every month.
2. You won't have to spend all your time marketing to gain new subscribers. Just get and keep enough subscribers to reach your monthly income goal.
3. You can figure how many subscribers it'll take to meet your income goal. Note on your ad that you'll only accept a limited number of subscribers.

4. You won't have any shipping or materials costs like offline subscription publications. You'll just have your internet access and website expenses.
5. You can sell back end or upsell products inside a fee based subscription ezine. It could be your own products or affiliate programs you've joined.
6. You can start an affiliate program that will give people residual commission. People will want to join because it's residual instead of one time sales.
7. You could publish a free ezine and allow people to upgrade to your fee based ezine. If they like your free one, they'll likely subscribe to your paid ezine.
8. Your ad copy automatically builds itself into an order pulling machine. Each issue you archive gives you new benefits to add to your sales letter.
9. You could transform your fee based content into another product to sell. It could be an ebook, video, audio book, report, book, etc.
10. You could become known as an expert on the topic of your fee based ezine. You may get hired by other businesses to do speaking engagements.

20 SMART WAYS TO INCREASE YOUR TRAFFIC AND SALES USING FREE FOLLOW-UP AUTORESPONDER COURSES

An autoresponder course is a group of articles or information set up to be sent out separately over a set period of time by e-mail. People just e-mail your autoresponder to receive the free course and it is sent out automatically over time. You can find free follow-up autoresponders to use by typing it into any search engine.

Below are the 20 ways to use them to increase your traffic and sales.

1. Offer your course as a free bonus for purchasing one of your main products or services. People will buy your products quicker when you offer a bonus.
2. When you write and give away a free course you will become known as an expert. This'll gain people's trust and they will buy your main product quicker.

3. Allow others to add your free course to their own product packages. Their customers will see your ad when they purchase.
4. People love to get freebies. A free autoresponder course is perfect. They will visit your website to get the free valuable information.
5. Allow people to receive your course for free, if they give you the e-mail addresses of 3 to 5 friends or associates that would be interested.
6. Allow other people to give away your free course. This will increase the number of people that will see your ad in the course.
7. You could trade advertising space in your course for other forms of advertising. It could be banner ads, e-zine ads, website ads, etc.
8. Gain new leads by having people sign up and give you their contact info before they can receive your autoresponder course.
9. Give away the autoresponder course as a free gift to your current customers as a way of letting them know you appreciate their business.
10. Give away the course to people that join your affiliate program. This will increase the number of people that sign-up.
11. Make money selling advertising space in your course. You could charge for small classified ads or sponsor ads.
12. Get free advertising by submitting your course to freebie websites. This will increase the number of people that will see your ads in the course.
13. Make money by selling the reprint rights to those people that would like to sell the course. You could make more money by selling the master rights.
14. Hold a contest on your website so people could win your course. You will get free advertising when you submit your contest to free contest directories.
15. You'll gain valuable referrals from people telling others about your course. Word of mouth advertising can be very effective.

16. Make money cross promoting your course with other people's products or services. This technique will double your marketing effort
17. Increase your e-zine subscribers by giving your course to people that subscribe to your e-zine. This'll give people an incentive to subscribe.
18. Allow your affiliates to use the free course as a promotional tool for your product. Each lesson could include their affiliate link.
19. Promote other businesses affiliate programs you join with your free autoresponder course. Include a different affiliate link on each lesson.
20. Advertise a different product or service on each lesson. If you only have one, use different emotional response ads on each lesson.

10 SMART WAYS FOCUS GROUPS CAN PROPEL YOUR PROFITS

A focus group is a group of employees or current customers that discuss and brainstorm new ways to improve different parts of your business.

1. They can give you new ideas on how to advertise and market your product or service to your targeted audience.
2. They can give you ideas that could help improve your current product or service. For example, you could make it smaller, faster, heavier, etc.
3. They can give you ideas for new products or services to develop and sell. For example, a new gift wrapping service for your products.
4. They can help you solve lingering problems with your business. For example, you could give your employees incentives to solve slow production.
5. They can give you new ideas on how to cut costs and save money. For example, you could recycle damaged or old products instead of trashing them.
6. They can find new ways to improve your current customer service policy. For example, hire extra operators so you don't have to put anyone on hold.
7. They can give you new ideas on how to get the most and best out of your employees in the less amount of time.

8. They can give you news ideas for upsell, back end and add-on products to sell. For example, you could upsell a video when selling your books.
9. They can help you find new ways to stay ahead of your competition. For example, you could give your customers free shipping.
10. They can give ideas for raising your employees morale. For example, you could hold a party, give them a holiday bonus, give them a free day, etc.

20 SMART, HOT WAYS TO MAKE MORE MONEY FROM YOUR CUSTOMERS

1. Insert a brochure for another product in the first product package your customer buys from you.
2. Sell a basic product and tell people for a little more money they can receive the deluxe edition.
3. Give your customers a free subscription to your e-zine and include back end products in each issue.
4. Charge people extra money to get the reproduction rights.
5. Send your customers greeting cards at holidays with your back end product offer included.
6. Offer your customers a discount if they buy more than one of the same product.
7. Include a back end product offer on your online "thank you" page.
8. Give people a huge discount to your subscription product if they subscribe for a longer period of time.
9. Send your customer a free surprise gift with your back end product offer included.
10. Give your customers a discount if they buy over a certain number of any products.
11. Publish a back end product offer inside any of the information products you sell.
12. Group your products together in package deals to make more profit from each sale.

13. Include a back end product offer inside your "customer's only" online club.
14. Join someone else's affiliate program and use it as an upsell or back end product.
15. Follow-up with your customers to see if they're happy and offer them another product.
16. Offer people a free sample of your product and tell them they will get a discount if they order now.
17. Send your customers a "thank you" e-mail with a back end offer attached.
18. Offer your customers add-on products like gift wrapping, batteries, imprinting, etc.
19. Allow your customers the option of signing up to your "future product offers list".
20. Explain to people that for extra money, they can extend the guarantee or warranty of the product.

10 RARELY USED BONUSES THAT CAN TRIPLE SALES

1. Announcement Alerts - Give customers e-mail alerts about critical information or product releases before your non customers find out about it..
2. Discounts - Allow your customers to get lower prices on your products and other related products other businesses sell.
3. Expert Call Ins - Set up a date and time when your customers can call up and talk directly with experts that are related to your industry.
4. Private Invitations - Give your customers private invitations to customer events that non customers cannot attend.
5. Online Rolodex - Compile a list of websites or online contacts that are related to the product. You could publish it on CD-ROM or on the web.
6. Archived Information - Bundle together some older information that's no longer available. It could be e-zine back issues, articles, transcripts, etc.
7. Mentor Program - Give your customers unlimited consulting with their purchase. Allow them to contact you by e-mail, phone, fax, in person, etc.

8. Audio/Video E-zine - Give customers an upgraded version of your e-zine in online audio or video format. Non-paying customers could only get it in e-mail.

9. Freebie Announce Board - Offer your customers a message board where they can announce freebies they offer from their website.

10. Barter Discussion List - Offer your customers the option of joining a barter email discussion list. They can barter goods and services with others.

10 SMART, HYPNOTIC-LIKE SENTENCES THAT SELL THE BEST

Tell your readers what they are probably thinking, feeling or doing as they read your ad copy. This strategy will usually trigger their own subconscious mind to bring out these feelings or actions.

You can add these sentences into any ad copy. You may have to change one or two words so it relates more to the product or service you're selling.

1. As you keep reading this ad copy, you are feeling more and more compelled to experience all the benefits of our product.

2. The more you understand just how valuable our product could be to your life, the less you think about delaying this important purchase.

3. After you read this short ad you will feel like your problems are almost completely solved, all you will have to do is order.

4. As you're skimming through this, you're beginning to think you have nothing to lose and everything to gain by trying out our product.

5. As you're scanning over this ad copy, you are beginning to imagine using our product and enjoying all the benefits it brings.

6. The more you keep reading our ad the more you feel it would be a waste to let this opportunity slip by.

7. The more you review our ad the more you begin to find yourself getting very excited about our product and starting to feel the urge to buy now.

8. You don't know it yet but, at the conclusion of this ad, you will feel driven to order and experience all the benefits of our product.
9. You don't realize it yet but, in a few short minutes you'll realize that you can't put off this vital purchase and then you'll be yanking out your credit card.
10. As every word you read travels from this ad to your brain, you start to understand just how much our product could benefit your life.

SMART WAYS TO USE ONLINE DIARIES INSTEAD OF TESTIMONIALS

Have your customers publish an online diary instead of giving you a testimonial. The diary would include regularly updated entries of how customers are using your product to improve their life. You could give customers a free product or a rebate in exchange for them publishing it online.

Your customers could write diary entries about goals they have reached using your product, the positive emotions it's given them, the fears and worries your product has taken out of their lives, how bad their lives were before they bought it, how it has helped other people in their lives, etc.

Your customers could update it daily, weekly or monthly. It will depend on how often they use your product. You could publish the diary right in your ad or link directly to the diary. You could provide the people with web space for writing the online diary or have them e-mail you the diary entries for you to publish.

You can make the online diary extra persuasive by also including customer's personal profile, pictures, online video of them using your product, net audio of them talking about your product, even scanned handwritten letters, etc.

An online diary would likely outsell the common testimonial because it's updated on a regular basis and reveals more personal information. A diary is considered private which would make people more curious to read it and believe it's legitimacy.

10 MORE SMART TIPS FOR RUNNING A PROFITABLE WEBSITE

1. Address your targeted audience on your business site. Example: "Welcome Internet Marketers". If you have more than one, address them all.
2. Make sure your content and graphics are relevant to your website's theme. You wouldn't want to use a bird graphic on a business website.

3. Alert visitors by email when you add new content to your website. This will remind people to revisit your website.
4. Offer a way for visitors to contact you on each web page. List your email address, fax number and phone number.
5. Give people the option of viewing your website offline. Offer it by autoresponder or printer friendly version.
6. Make sure at least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility.
7. Offer your visitors incentives for revisiting your website. You could give them new content, ebooks, software, ezine, etc.
8. Publish a FAQs for your business, product and website. They could have questions about multiple parts of your business.
9. Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave.
10. Organize your website in logical and profitable sequence. You don't want to give a freebie before they learn about the product(s) you're selling.

10 MORE SMART WAYS TO MAKE YOUR AD SELL

1. Use plenty of examples in your ad copy. This will allow your whole target audience to understand your pitch completely.
2. Gain extra credibility by using terms your readers may not understand, but can follow by explaining them in simple terms. This will show you're an expert.
3. Reveal how excited you are about the product. You could use words or a picture of yourself looking very excited.
4. Tell your target audience you were in their current position. Next, tell them how your product pulled you out of that position.
5. Challenge your readers at the end of your ad. Make a bet with them; if your product doesn't solve their problem, offer them a free product in return.

6. Get your audience involved in your ad by asking them questions. They'll automatically want to answer the questions in their mind.
7. Introduce yourself in your ad copy. Haven't you ever read an ad copy and wondered half way through it who is selling the product? It's a big turn off.
8. Start your ad with a story. It draws people right into your ad and they forget they're being sold to. You could start with "Once upon a time..."
9. Use less than five points in your ad copy. If you start revealing too many topics, your readers might get confused and quit reading.
10. Make your target audience's experience reading your ad positive. You could educate them or tell a joke to make them laugh.

10 REASONS WHY PEOPLE WON'T BUY A SECOND PRODUCT FROM YOU

1. You didn't follow up after the first sale. After the sale you could have introduced your other product on the thank e-mail.
2. You didn't ship the product in the amount of time you stated. If they needed it in a hurry and you didn't provide, they won't rely on you again.
3. Your product didn't do as promised. If your product didn't accomplish their desired goal they're not going to think your second product will either.
4. Your customer couldn't get a hold of you in time when they had a "after sale question". You could have added extra lines of communication.
5. Your customer doesn't want to revisit your website because it didn't offer much. You could have offered more original content or freebies.
6. Your competition is offering free shipping with their product. You should have been more aware of how they are targeting your customers.
7. Your customer forgot your website address. You should have given your customers your web site information in your product package.

8. Your customer service couldn't solve a problem they had with your product. Your customer service should be trained to handle most problems.
9. You didn't up-sell when they were already in the buying mood. You can always try to sell your other product when they're ready to buy your first one.
10. Your competition offers a stronger money back guarantee. You must always be thinking of better ways to remove the risk from your customers.

10 SMART WAYS TO GAIN YOUR PROSPECT'S ATTENTION USING YOUR PICTURE ALONE

1. Use a uncommon hair style. You could style your hair to stand straight up like you're scared or use a wig to wear a mohawk or huge fuzzy hair.
2. Color your hair a bright color. You could color it pink, blue, purple, green, etc. You could even make it match your website's colors.
3. Draw a lines on your picture. You could draw a black eye or mustache on it before you scan and upload it to your website.
4. Put on silly glasses. You could put on spring like glasses, oversized colorful glasses, spinning glasses, or even 3D glasses.
5. Wear uncommon clothes. You could wear a super bright suit, a costume outfit, a weird tie or a bathing suit.
6. Make a weird facial expression. You could stick your tongue out, push your face together, make your eyes big, look like you're angry, etc.
7. Wear an unrelated hat. You could wear a cowboy hat, a bowl on your head, straw hat, a sports helmet, a rain hat, etc.
8. Paint your face. You could paint your own ideal character or paint a typical character like a clown, animal, plant, etc.
9. Wear a mask. You could buy one or make one out of a paper bag. Just cut the nose, mouth and eyes out. You could also add other facial features.

10. Use an uncommon background. You could use an outside background, a funny wallpaper, a prop to look like you have a cartoon body, etc.

10 SMART, IMPORTANT THINGS TO TELL YOUR PROSPECTS



10 SMART, Important Things To Tell Your Prospects

1. Tell your prospects that you offer free delivery. This may cost a little money, but, you will gain the extra customers to make up for it.
2. Tell your prospects that you offer a lower price. If you can't afford to offer a lower price you could always hold the occasional discount sale.
3. Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast.
4. Tell your prospects you've been in business for a longer period of time. People think if you've been in business longer you have more credibility.
5. Tell your prospects that your product tastes, smells sounds, looks, or feels better. When you target the senses you're triggering human appeal.
6. Tell your prospects your product is compact or light. People may want to take the product on a trip or don't have much room where they live.
7. Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time.
8. Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual.
9. Tell your prospects that your product has better safety features. People want to feel safe when they use your products.
10. Tell your prospects that you stand behind all your products. People want to know that you backup any claims you make about your product.

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10 SMART WAYS TO PROFIT IN AN UNCERTAIN ECONOMY

1. Sell more back end products to your existing customer base. You already created rapport, trust and proved your credibility to them.
2. Make it a practice to up sell to new and existing customers. After they decide to buy one product, offer them another product.
3. Cross promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost.
4. Create joint venture deals with other businesses. You can expand your product line and target other profitable markets at a lower cost.
5. Start an affiliate program for your business. You will be able to spend less profits on risk advertising and spend more money on guaranteed sales.
6. Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads, links, print ads, etc.
7. Outsource part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc.
8. Add low cost bonuses to your offer that have a high perceived value. It could be ebooks, members only sites, consulting, e-reports, etc.
9. Use viral marketing to promote your business on the internet. Give away free stuff with your ad copy include on it so others can give it away.
10. Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc.

10 SMART WAYS TO GENERATE HIGHLY READ ARTICLE IDEAS

1. Participate in chat rooms related to your targeted audience. Watch what questions people are asking and ask others what information they're interested in.
2. Examine what information is being broadcast on tv, news and talk shows. That information is usually hot topics.

3. Hang out in similar message boards. People leave questions for information they're seeking. That is a strong indicator of subjects to write about.
4. Survey your website visitors or current customers. Ask them what type of articles they would like to see published on your website or in your e-zine.
5. Regularly check your site's guest books. People sometimes leave questions or comments that would help you generate high readership articles.
6. Check online bookstore's best sellers list. They're very good resources for finding winning topics and ideas to write about.
7. Use the time of year to come up with good topics. You could relate your content to the holiday, season, things that happen years ago during that time, etc.
8. Join some related e-mail discussion lists. Explore the question being asked and the subjects people are discussing.
9. Relate your article to a current fad that's going on in your specific industry. The topic is usually interesting to your target audience.
10. Make a file of visitor or customer questions you receive via e-mail or phone. Usually, others have the same questions, but never ask.

10 UNCOMMON AND UNUSUAL FREE PRODUCT BONUSES

1. Offline Directory - Create an online directory of offline resources. You could include names, phone numbers, addresses, etc.
2. eBook Of Reviews - Publish an ebook of stuff that's related to your target audience that you could review like products, websites, movies, etc.
3. Round Table Chat - You could schedule a group chat of people your customers would want to meet and talk to on the internet.
4. Intelligence E-mail Alerts - Allow your customers to sign up to an e-mail alert list. You can alert them when you find out news that could affect their life.
5. Statistics eReport - You could compile a report of different statistics that's related to their purchase. It could be surveys, tests, special studies, etc.

6. Personal Notes eFile - Collect notes that you've taken about your industry and compile them into a downloadable file.
7. Profile eBook - Publish a profile ebook or report of people your target audience are interested in. You can list their birthdays, interests, age, hobbies, etc.
8. E-mail Lessons - Teach a class via e-mail about a subject your customers want to learn. E-mail them study materials, worksheets, assignments, etc.
9. Sample Of Another Product - Give customers a free sample of another product as a bonus. It could be a basic version, excerpt, limited service, etc.
10. To Do List Or Instructions - Publish a list of instructions or things to do in order to accomplish a goal your customers would want to complete.

10 SMART WAYS TO SELL YOUR AD SPACE LIKE CRAZY

1. Give your customers a discount when they spend over a certain dollar amount for ad space. You can also apply this tip to the amount of ads they buy.
2. Offer your customers a free bonus for renewing their ad order. It could be an ebook, special report, online utility, etc.
3. Sell advertising space between your content. You just break an article in half and insert the banner or classified ad between it.
4. Write content that's tailor made to mention and relate to the product your customers are advertising. This is more work but, you'll sell a lot of ads.
5. Tell your customers when they buy an ad you'll also add it to your free ebook and message board for free.
6. Offer to endorse the product your customers are advertising before or after their ad. In all honesty, you would have try out the product first.
7. Write a review for your customer's product to place under their ad. This is similar to a testimonial or endorsement but more in-depth.
8. Offer a buy 2 ads and get 1 free deal. With the slow economy and advertising sales, most businesses are bound to be looking for a good ad deal.

9. Give your customers a ton of free bonuses when they buy ad space. It can be submission software, an ebook full of advertising or copywriting tips, etc.

10. Guarantee your customer's advertising results. If they don't like the traffic they receive, give them a refund or another ad for free.

50 BENEFITS OF SMART JOINT VENTURE MARKETING

What Is A Joint Venture?

A joint venture is an agreement in which two or more businesses work on a project for a set period of time. Joint ventures can be long-term, like promoting a product together, or some can be short-term, like bartering (trading) products and services. Joint venture ideas are virtually endless.

The Benefits Of Joint Venture Marketing

1. You can build long lasting business relationships.
2. You can increase your credibility by teaming up with other reputable, branded businesses.
3. You can get free products and services.
4. You can construct most joint venture deals with little or no money.
5. You can gain new leads and customers.
6. You can get discounts on products and services.
7. You can save money on business operating costs.
8. You can beat your competition.
9. You can gain referrals from other businesses.
10. You can solve your business problems.
11. You can save valuable time.
12. You can get free and low cost advertising.

13. You can offer your customers new products and services.
14. You can survive a depression, recession or a slow economy.
15. You can save money by sharing advertising and marketing costs.
16. You can target other potential markets.
17. You can expand and grow your business quickly.
18. You can gain valuable information or skills.
19. You can increase and protect your cash flow.
20. You can find new profit outlets.
21. You can become rich and wealthy.
22. You can start almost any business at little or no costs.
23. You can get rid of your extra inventory.
24. You can reduce and eliminate your debts and avoid bankruptcy.
25. You can afford to sell your products at a lower price.
26. You can increase your opt in or ezine subscribers for free.
27. You can get your web hosting and design for free.
28. You can save money outsourcing your workload for free.
29. You can find hidden income streams.
30. You can exchange useless products for profitable ones.
31. You can create new business funding and credit lines.
32. You can reduce your taxes.

33. You can find and create new distribution channels for your products.
34. You can give your employees more raises, bonuses and benefits.
35. You can even trade non business stuff to improve your personal life.
36. You can increase your sales and profits.
37. You can send your ad to huge, targeted email lists at no cost.
38. You can eliminate employee hiring costs creating barter outsourcing deals.
39. You can build your customer or opt-in list for free.
40. You can build profitable alliances with other businesses.
41. You can learn insider information from other experts at no cost.
42. You can test your product for free.
43. You can out-sell other affiliates much easier.
44. You can increase the number of affiliates that sign up to your reseller program.
45. You can offer more bonus products and incentives to buy.
46. You can get highly credible endorsements and testimonials from other experts.
47. You can quickly increase your ezine subscribers.
48. You can offer your products at lower prices than your competition.
49. You can easily find new up sell and backend products to sell.
50. You can create products faster and with less effort.

These are only some of the benefits. They're endless!

Be sure and download the Smart Marketing Calendar for all the forms and calendar pages you will need to plan your marketing campaigns here:
<https://s3.amazonaws.com/quirky2017/SmartMarketingPlanningCalendar.pdf>

Smart Marketing Calendar Template

2017 Smart Marketing Calendar

Major daily, weekly and monthly holidays and fill-in-the-blank planning templates



Heidi Richards Mooney

About the Author

Heidi Richards Mooney is the Founder of the Women in Ecommerce™, President and CEO of Eden Florist & Gift Baskets, Publisher Editor-in-Chief for WE Magazine for Women, Founder, Women in Ecommerce, a social media consultant, and author/co-author of nine other books including:



Rose Marketing on a Daisy Budget: How to Grow Your Business Without Spending a Fortune <http://bit.ly/rosemarketing>

The PMS Principles: Powerful Marketing Strategies to Grow Your Business <http://bit.ly/pmsprinciples>

Romance on a Budget: 199 Cheap Thrills, Romantic Antics and Love-Changing Experiences <http://bit.ly/romancebudget>

The South Florida Network Directory of Women's Business, Civic and Professional Organizations <http://www.SouthFloridaNetwork.com>

Career Compass for Women: The Indispensable Guidebook for Women in the Workplace <http://bit.ly/careercompass>

What's Your OccuPLAYtion? – 149 Ideas to Increase Job Satisfaction, Reduce Stress and Get More Out of Your Work and Your Life <http://bit.ly/occuplaytion>

'Yes' Is Only the Beginning: The Ideal Wedding Planner for Your Big Day! <http://bit.ly/yesbook2>



Heidi is also the co-founder/President of The Alexis Project, BogoBuys.com, WomenofWisdom.com and FuneralFlowersNow.com. The author of a dozen blogs, several ebooks, tips booklets and special reports, She is a frequent contributor to several magazines including Bloomin' News in California, South Florida Business Journal and Solutions Magazine. Heidi has 30+ years experience in running and owning her own small businesses. She travels the globe talking about social media marketing, entrepreneurship and leadership and is available to speak at your event.

You can learn more about Heidi at <http://www.HeidiRichards.com>
<http://redheadmarketinginc.com> or <http://www.wecai.org>.

You can also email her at heidi@redheadmarketinginc.com.

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The image shows the cover of the 'Quirky Marketing Calendar 2017'. The title 'Quirky Marketing Calendar' is written in a large, black, cursive font at the top. Below it, the year '2017' is displayed in a blue, blocky font. The central illustration features a cartoon girl with red pigtails, wearing a purple dress and purple shoes, holding a green watering can and watering a pink flower. The background is a light blue grid with various colorful, semi-transparent circles and shapes in shades of blue, green, yellow, orange, and red. At the bottom, a white banner with a red border contains the text: 'On Sale! Only \$11 for all 12 months! Available on December 28th www.QuirkyMarketingCalendar.com'.