

Super Business Tools

by Larry Dotson

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Chapter 1

1 Consider outsourcing part of your work load to a virtual assistant. You won't have to pay the extra employee costs and you can save precious time. Virtual assistants can do a number of tasks: writing, editing, web page/graphic design, secretarial, accounting, bookkeeping, marketing, copywriting and much more.

2 Increase your traffic by holding free teleclasses. You can refer people to your web site for more information. You can also mention things you sell at the end or during the teleclass. You could offer one daily, weekly or monthly. You could also invite other experts to speak and teach.

3 Add an extra profit stream by selling the reprint rights to your web site content. They could be articles, e-books, reports, etc. Allow people to

compile them into an e-book and sell it. Just have them include your ad copy and link back to your web site in the e-book. You could also have people give the e-book away.

4 Spy on and study your competitors by buying their products. You'll find out about their customer service, follow-up marketing, upsell offers, etc. You'll also get new ideas for your own business. Even contact your competition and ask them to do a joint venture offer with you.

5. Tell your prospects that your product tastes, smells, sounds, looks, or feels better. When you target the senses, you're triggering human appeal. Your senses also send the information to your brain and subconscious mind. Your prospect may be persuaded to buy because he or she imagined how something tasted.

Chapter 2

6 Create an e-mail discussion list. The list should be related to your web site's subject. Place your ad on all posts and it will remind people to visit your site. You could list your e-mail discussion list at online e-mail list directories. Just type in the keywords "e-mail discussion lists" into the search engine of your choice.

7 Prove your product is a bargain. Add a lot of freebies to your offer or, if you've sold the product for a higher price before, show them the difference. For example, you could say, "Order our product for only \$19 before we raise it back up to \$29! That's a huge \$10 savings!"

8 Make your web site more useful. Sell ad space, generate hot leads, answer visitors' questions, offer free content, be news friendly, etc. There are so many things you can do to make your web site more appealing and profitable. It's a good idea to regularly surf the web and study other web sites for ideas.

9 Make the most of each visitor. Sometimes they'll think your price is too high. You should provide a variety of similar products at different price ranges. Offer free products, free trial or sample products, low priced products, subscription products, rent products, high priced products, etc.

10 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. For example, if you achieved 10 clicks per hundred viewers then placed your banner in 30 places and got 100 viewers per day from each place, that would be 9000 visitors per month!

Chapter 3

11 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. For example, your title could be, "10 Smoking Ways To Increase Your Sales On Thanksgiving Day!" Another example, "How To Turbo Boost Your Traffic On Valentine's Day!"

12 Utilize the free content which is freely available on the Internet. Publish one article on a single web page with your main web site link then upload it as a doorway or lead page. You would then just submit it to search engines and web directories. Also place an ad for your e-zine on the lead page to capture visitors' e-mails.

13 Test your new products on the bottom of your home page or on other pages. You don't want to take away hits from your best selling products until others are proven. You could also take your new products and sell them as upsell or back-end product till they become more steady earners for you.

14 Make commissions without joining an affiliate program. Just propose a joint venture offer to web sites that don't have affiliate programs. You could go to any search engine and find a compatible business without an affiliate program. Once you find one, buy the product. If you like it enough, ask the business owner if you can sell it for commission.

15 Persuade other web sites to link to yours. That can improve your search engine ranking. Just offer them something of value in return. You could offer them reciprocal advertising, free products, discounts, and anything else you can think of, just be creative when you construct your linking offers.

Chapter 4

16 Sell your products at a wholesale price to retail web sites. You could sell them individually or in bulk. You could charge normal consumers a monthly or yearly subscription fee to buy your products at wholesale prices. You could also sell them for wholesales prices if they link to your web site or run your ad in their e-zine.

17 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 or join your affiliate program and earn commission on each product sold. This is one of the best ways to promote a business if you're just starting out too, because you don't need a customer list or an up front ad budget.

18 Allow other web sites to sell your product for a percentage of each sale. They can take a percentage of the sale and send you the rest of the order to

drop ship. This is one way to set up an affiliate-like program without any tracking software or technology. It works really well for products that have to be shipped.

19. Tell your prospects that you offer a lower price than the competition. If you can't afford to offer a lower price, try different ways to accomplish it. You could find different suppliers, joint venture with other businesses, sell back-end or upsell products to make up for the loss, etc.

20 Sell people the rights to reproduce your product. You could sell the rights straight out for one price or collect royalty payments from each sale they make. You could just create one product or idea and sell it to one or more businesses then let them do all the work. All you need to do is collect the money.

Chapter 5

21 Purchase reprint rights to other people's e-books and combine them in a large package deal with your own product. You should check with the reprint rights owners to see if they will allow it first. If you can't afford to buy reprint rights, you could always trade for them.

22 Change the benefits on your product ad from text to links. When people click on the link, it will

take them right to the order page. It'll give them an urge to buy your product. People will usually click on links because they think they might be getting one of the benefits for free.

23 Charge people a cheap price to get a sample of your product. If they like it, they can pay full price to get the full version. Yes, you could offer a free sample too. When you charge for a sample, it gives your product more perceived value and you end up making a little money at the same time.

24 Offer freebies that are related to the product you are selling. It could be free monthly updates, a free e-zine, free consulting, etc. Other rarely-used freebies could be an extended guarantee or warranty, a free coupon for some other business' product or free lifetime product replacement.

25 Show your prospects a sample page out of your free e-book. Just black out some of the important information. This will make your prospects curious to download your free e-book. If you sell information products, this strategy can also work from them as well. Use it for your free e-zine to gain more subscribers too.

Chapter 6

26 Provide a low and high priced version of your

product. Show benefits of each version side by side. People usually spend a little more for extra benefits and features. When they are side by side, the one with the most benefits usually grabs people's attention quicker too.

27 Offer the reprint rights to your free e-book. You can allow people to sell it. Your ad in the e-book will be seen by proven, money-spending customers as well as freebie seekers. You could also provide people with proven ad copy and an e-book cover graphic.

28. Make your target audience's experience reading your ad positive. You could educate them, tell a joke to make them laugh or compliment them to make them feel good. If their experience is enjoyable that's all it might take for them to decide to buy your product, subscribe to your free e-zine or join your affiliate program. All these actions can lead to income for you.

29 Redesign your product for specific niches. You can create multiple profits with very little work. For example, you could easily turn a business e-book into an online auction business e-book and auction it off at online auctions. You would have a whole new and related target audience.

30 Give your prospects discount coupons on other products when they purchase your product. It could

be your products or other businesses you made deals with. Just contact other related businesses and propose your idea to them. They may do the same for your business too.

The End