



:: Covert Product Selling Principles ::

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Chapter 1

1 Multiply your marketing and advertising efforts on the Internet. You can accomplish this by starting an affiliate program, using viral marketing or both. For example, you could start an affiliate program and give your affiliates customized e-books with their own affiliate links to give away.

2 Increase your ratio of visitors who purchase your product(s). You could change your headline, offer a stronger guarantee, add testimonials, etc. For example, one week you could have your headline say, "How To Lose 5 Pounds In Two Days!" and the next week use, "Lose 5 Pounds In Only 48 Hours!" Just see which one pulls more orders per visitors.

3 Find out who are your strongest leads for buying your product by offering a free e-zine. The visitors who are very interested will subscribe to it. Once they have subscribed, you can sell them related products again and again. Just make sure your e-zine has enough original content to keep them interested.

4 Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them. You could give all the members graphic links to place on their home pages. This would increase your membership and business exposure.

5 Publish an e-zine for your employees. This could motivate them to do a better job or keep them advised on where your business is headed. For example, you could include articles about friendly customer service, being more productive, getting along with other employees, employee profiles, etc.

Chapter 2

6 Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business. For example, you could find someone complaining about your customer service, an employee, your web site design, product, etc. Then you'll know what to improve.

7 Attract people to link to your web site. You could offer them a discount on the products you sell or give them free items for linking. For example, you could say, "Get A Huge 30% Discount On Our E-book If You Agree To Link To Our Web Site For At Least One Month!"

8 Develop your own opt-in email list by giving your visitors a reason to give you their e-mail address. Allow them to sign up to free items and contests. Just get their permission to e-mail them again in the future for other things. For example, you could say, "Sign Up For Your Chance To Win A Color TV!"

9 Create a "PR" web page for your business. List information that could be considered newsworthy for e-zines, newspapers, magazines, etc. There are many ways to get into the media, like launching a unusual product, donating a large amount to charity, holding big events, etc.

10 Give your business and products credibility by linking to web sites that have written positive stories about your business. You could link to them right in your product ad. For example, you could say, "Just See What (name) Magazine Is Saying About Our Newest E-book!"

Chapter 3

11 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 weekly contest for new subscribers. For example, you could say, "Subscribe And Have A Chance To Win Our Latest Home Study Course!"

12 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 web site. If your content is super original, you could use something like "Never Seen Before" in your titles.

13 Offer a free online directory. The directory could be full of interesting e-books, e-zines, web sites, etc. If people find your directory to be a valuable resource, they will visit it over and over again. You could also put your whole directory into e-book format and allow people to give it away.

14 Give your visitors a free e-book. You could also include your own ad in the e-book and allow other people to give it away. If you don't want to take the time to write one, you could ask other writers' permission to use their articles. They will just want you to publish their resource box too.

15 Hold free online classes or seminars. They could be held in your web site's chat room. The idea of "live" information will definitely entice people to visit your web site. You will become known as an expert on the topic. You could hold them weekly or monthly to get people to revisit your web site again and again.

Chapter 4

16 Give visitors a free entry into your contest or sweepstake. The prizes should be something of interest or value to your visitors. Most people who enter will continually revisit your web site to get the results. For example, if your target audience is business owners, your prizes could be computers, business e-books, business services, etc.

17 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. You could also allow people to link to your free software directory so they could offer it to their own visitors.

18 Offer free online services or utilities from your web site. They could be search engine submitting, copywriting, proofreading, etc. The service or utility should be helpful to your target audience. For example, if your target audience is e-book publishers, offer them a free e-book creation service.

19 Give free consulting to people who visit your web site. You could offer your knowledge via e-mail or by telephone. People will consider this to be of huge value because consulting fees can be very expensive. You could also create a product by recording or saving the information you gave them and selling it to them as a handy reference.

20 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. You could make money by offering a deluxe membership for a monthly fee.

Chapter 5

21 Persuade visitors to link to your web site. Give them a freebie in exchange for them linking to your web site. It could be content, software, etc. You could make the freebie even more valuable to them if you allow them to give it away with their own customized links in it.

22 Link to web sites 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. For example, wouldn't you like to go to one web page and have on it all the links you like to visit or research?

23 Spice up your web site's wording by using plenty of adjectives. It gives your visitors a clearer vision of what you're explaining or describing to them. For example, if you were describing a software program you could say, "This easy-to-use software gently guides you through the whole set up process."

24 Don't make your banner ads look like ads. Most people ignore banner ads. Design them to look like content and have people click to read the rest. For example, you could say, "How To Increase Your Sales By 200% by Larry Dotson. To Read Click Here!"

25 Join affiliate programs that go with the theme of your web site. You'll just be wasting valuable space and time if your visitors aren't interested in them. For example, if your target audience is softball players, you would want to join affiliate programs that sell softball bats, balls, uniforms, magazines, etc.

Chapter 6

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

You could have a members' message board, give visitors' membership IDs, give them membership graphics to place on their web sites, etc.

27 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 an online message system. Always be interested in what people have to say, answer their questions, give them compliments, and take the time to talk about things other than just business, etc.

28 Check your web site links regularly. If people click on a link and it doesn't work, they usually won't risk wasting their time clicking on another one.

For example, would you revisit a web site after two of the links you really wanted to click on didn't work? You probably wouldn't even bookmark the site.

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

You could also persuade them to tell their friends about it by starting an affiliate program. It could pay per sale, per click or per lead.

30 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.

For example, if your business is selling toys, you could cross-promote a business that sells kids' games. You both have a similar target audience.

The End

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