

Groundbreaking Net Cash Builders

by Larry Dotson

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Chapter 1

1 Offer your e-book 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. For example, you could say, "Get a free e-book when you order our (product) before (the date)!"

2 Allow people to download your e-book for free if they give the e-mail addresses of 3 to 5 friends or associates who would be interested in your e-book. This will quickly build your e-mail list. For example, you could say, "Download Our E-book At No Cost If, In Exchange, You Refer 3 Of Your Friends To Our Web Site By E-mail."

3 Create a directory of web sites in e-book form. List people's web sites in the directory that will agree to advertise the e-book on their web site or

e-zine. This will give them an incentive to give away or advertise your e-book. For example, you could say, "Get A Free Ad In Our Free E-book In Exchange For Linking to Our Web Site!"

4 Allow other people to give away your free e-book. This will increase the number of people who will see your ad in the e-book. You could also include a mini catalog of all your products or services that you offer in the e-book. You could include your own products or associate program's products in the e-book.

5 Gain new leads by having people sign up and give you their contact information before they can download your e-book. This is a very effective way to conduct market research. For example, you could get their first and last name, e-mail address, web site address, mailing address, etc.

Chapter 2

6 Make money selling advertising space in your e-book. You could charge for full page color ads, classified ads or banners ads. You could also trade advertising space in your e-book for other forms of advertising. For example, you could say, "Promote Your Business In Our Free E-book For Only (\$). It's been downloaded over 5000 times!"

7 Give away the e-book as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the e-book for a new back-end product you're offering. For example, you could say, "We Are Giving You This E-book As A Way To Say Thanks For Being One Of Our Most Loyal Customers."

8 Get free advertising by submitting your e-book to freebie and freeware/shareware web sites. This will increase the number of people who will download your e-book and see your ad. Those web sites already attract a lot of people that are on the lookout for quality free items.

9 Make money by selling the reprint rights to those who would like to sell the e-book. You could also make even more money by selling the master reprint rights. This would allow other people to sell the reprint rights. You could also include your ads in the e-books. Every time someone reads it or sells one, you'll get exposure.

10 Hold a contest on your web site so people can win your e-book. You'll get free advertising by submitting your contest ad to free contest or sweepstake directories. You could also offer the reprint or master reprint rights as a prize so your e-book spreads all over the Internet with your ad in it.

Chapter 3

11 You will gain valuable referrals from people telling others about your e-book. Word-of-mouth advertising can be very effective. For example, how many times have you bought something because one of your friends or family members recommended that you buy it?

12 Make money cross-promoting your e-book with other people's products or services. This technique will double your marketing effort without spending more time and money on your part. For example, you could package your business e-book with a search engine submission service.

13 Increase your e-zine subscribers by giving away your e-book to people who 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. For example, "Get Our Free Marketing E-book When You Subscribe Now!"

14 Give away the e-book to people who join your affiliate program. This will increase the number of people that sign up. You could also create an e-book for them to use that will help them promote your product or service. For example, you could customize it so that each affiliate can have their affiliate link inside the e-book.

15 You can get ad copy ideas by studying similar products' advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc. For example, if you have seen a good idea for a guarantee, you could add some of your own ideas to it and adapt it to your ad. But don't just copy it, of course.

Chapter 4

16 Offer a free e-book 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. For example, how many times have you had a sample of something you enjoy and later on ended up buying it?

17 You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!" Another example, "You'll get \$1245.95 of bonuses!" You could also remind them that the value of the bonuses make up the cost of the product they're buying.

18 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 web site!" Another example, "Download our free business e-book and get a free report valued at \$47!"

19 You could tell them the freebie is only available for a limited time. For example, "Download our free e-book, this free offer will only be available until May 30, 2000." Another example, "Subscribe to our free e-zine before midnight tonight and get free access to our Members Only web site."

20 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. For example, you could publish your advertising copy and tell them your product will be released on a certain date. You then could have them e-mail an autoresponder to be reminded when it's released.

Chapter 5

21 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. For example, you could say, "I know you're really looking for a good bargain." Another example, "I know you don't want to pay a lot for Internet access."

22 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. For example, you could say "Thanks for ordering our product. If you would like to learn more about web

marketing, I highly recommend (affiliate product)!"

23 Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mails, so you could redirect them to a web link. For example, if you sign up to an affiliate program and it has a really long URL, you could use a redirect page to shorten it in your ad. It would take your customer to the redirect page and then send them to the target web site.

24 Create an extra income from your web site by charging for consulting. The consulting should be related to your web site's theme. For example, you could give free 15-minute consultations as a sample. You could do them by phone or in a chat room. If people like it they will pay your hourly fee for more advice.

25 Most people like surprises because it's a change of pace from their routine. Tell your prospects that they'll get a surprise free bonus for ordering. It will be a mystery for them. Some will order just to find out what the surprise bonus is. It makes them really curious.

Chapter 6

26 Most people want life to be easier. Give your prospects easy ordering instructions, easy product

instructions, etc. For example, you could say, "Our product comes with step-by-step, easy ordering instructions!" Another example, "Our web site offers 5 easy ways to order!"

27 Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy. For example, you could say, "We want you to feel safe and secure. That's why we offer you the most secure online ordering system."

28 Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for considering your product. For example, "You are a very intelligent person for waiting to learn more about e-book marketing."

29 Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad. For example, you could say "If you order before June 24, 2002, you will also get a Secret Mystery Gift valued at \$200!"

30 Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product". For example, you could say "It will be the smartest investment you've ever made!" Another example, "This will be your most profitable investment of 2002!"

The End