

Magical Cash-Generating Systems

by Larry Dotson

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Chapter 1

1 Use reward programs to keep people revisiting your web site and buying your products. You could reward them with gifts or discounts for revisiting or buying. For example, you could say "Buy Over (\$) Worth Of Products And Get (product) Free!" Another example, "Buy (no.) E-books And Get A 50% Discount!"

2 Publish e-zines for other web sites to increase your traffic. You could do it at no charge and in return just ask for a sponsor ad in each issue. For example, if they want to publish once a week you would get 4 ads a month in their e-zine. You could also opt to get your articles published in the e-zine too.

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. For example, you could say "I can't believe they give this e-zine away for FREE! I would pay at least (\$) for a subscription to it!"

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. For example, you could say, "This product will be launched on July 27, 2002! If you sign up to be one of the first to be notified by e-mail when it's launched, you will get a special introductory price of (\$)."

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. For example, "This product has fulfilled my wildest expectations and then some! I can't wait to use it again! I'm so excited that I can now buy all the things I could only dream about!"

Chapter 2

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. For example, you could say "Get 5 FREE E-books If You Refer 5 Of Your Friends To Our Web Site!" Another example, "Get Free E-book Cover Software Valued At (\$) When You Refer 3 People

To Our Web Site Who Buy!"

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. For example, you could say, "Get 50% Off All Our Products! We Are Making Room For Our New Product Line!" Another example, "Get \$10 Off Any Pair Of Pants Only Through This Holiday Weekend!"

8 Stay away from overloading your web site with high tech gadgets. They can create a slow loading web page and distract people away from your offer. For example, wouldn't you click out of a web site that took 3 minutes to load? Of course most people would - there are lots of other web sites on the same subject.

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. You want every word of your ad to persuade the reader to buy.

10 Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product. For example, "I personally guarantee my product will work or your money back." Another example, "(title) Research Inc. has documented, proven studies our product will..."

Chapter 3

11 Show your prospects that you are an expert, because authority can persuade people to buy. You could publish an article, write an e-book, etc. For example, you could sign your sales letter, "(your name) Author of the e-book (title)." Another example "(your name) Ph.D."

12 Automate your online business to save extra time for marketing and advertising. You could use auto-responders, time saving software, etc. For example, you could say, "E-mail our autoresponder to get our FAQs." Another example, you could buy an e-mail list software to automatically delete unsubscribers and people who accidentally subscribe twice to your list with the same e-mail address.

13 Host a free hall of fame or museum on your web site. It should be related to your target audience. It should attract people just like offline ones do. For example, if your target audience is music buffs, you could create a gallery of old, rare album covers. Another example, if your target audience is baseball card collectors, you could create an online museum of old baseball cards.

14 Write your ideas on paper; both good and bad ones. Don't get an idea and take the risk of forgetting

it; it could be your future income or success. For example, you may have a whole list of ideas and you could take two or three of them and create a new product or service to sell.

15 Design your ad copy to target your visitors' goals, dreams and desires. Allow your product to attract their emotional and physical needs. For example, if your target audience is fantasy football fans, your product could inform them of good players to draft and strategies how to win. You could say "How To Easily Win Your Fantasy Football League." Their emotional needs are to win and beat the other players.

Chapter 4

16 Create a small treasure hunt. Allow people to get a discount on a product you sell if they find a certain object or graphic somewhere on your site. For example, you could say "Find any misspelled word in my ad copy and you will win a business e-book!" Another example, "Find a hidden link on my web site and win a never-before-released top secret report!"

17 Have visitors sign up to receive promotional merchandise at no cost. It can be hats, cups, bumper stickers or anything with your web site printed on it. For example, you could give a bumper sticker with your web site address if they sign up

to your e-zine or mailing list. Another example would be to sign up to get an electronic promotional item like a message board for their web site.

18 Increase your traffic by creating other web sites that relate to the latest new fad. You just advertise your main web site on your fad web sites. For example, if green watches become popular, create an informational web site about them and submit it to the search engines.

19 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. For example, you could get free articles from article directories or find lists on your topic and publish them on your web site.

20 Interview famous people who your visitors want to know more about. Publish the interview in article or audio format on your web site. For example, if your target audience is business owners, you could interview other business owners, business experts, opportunity seekers, web marketers, affiliate program owners, business authors, etc.

Chapter 5

21 Tell people the purpose of your web site. When they visit a web site and have to figure out what it's

about, they may get frustrated and leave immediately. For example, you could tell them right in the title, "Welcome To Larry Dotson's Web Business Center." You could also publish a sub-title or description right below it like, "Learn the secrets to selling online!"

22 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. For example, on your web site you could start an affiliate program for your product so they could make money selling it.

23 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. For example, on your web site you could publish articles on how to save or invest money. Another example would be to give them free money-management software.

24 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. For example, you could install a time-saving navigation bar on your web site. This will save them time when they are browsing or searching through your web site.

25 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. For example, you could give away a free e-book

on losing weight. It really doesn't matter who your target audience is - they are all human.

Chapter 6

26 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. For example, you could publish a lot of how-to articles on your web site. They need to be about things your target audience wants to learn though.

27 People want to live longer. They may want to get in shape, eat better or gain extra energy. This will make them feel healthier. For example, you could publish some exercise and nutrition strategies and checklists on your web site. It really doesn't matter who your target audience is as most people want to improve their lifestyle.

28 People want to be comfortable. They may want to relieve aches and pains or want to sleep in a more comfortable bed. This will make them feel rested. For example, you could give away a free report on how to naturally relieve aches and pains for certain parts of the body. Another example would be to have a message board where people could chat about those subjects.

29 People want to be loved. They may not want to

be lonely any more or they might want to start dating again. This will make them feel wanted. For example, you could provide some singles, dating and relationship chat rooms on your web site. People will be able to meet new people or find out how to improve their current relationship.

30 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. For example, you could allow people to submit articles or comments to your web site that you would publish for the world to see. You could also publish profiles or interviews with your web site visitors.

The End