

# **Uncommon Web Sales Tidbits**

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## Chapter 1

1 Tell your prospects that your product has better safety features. People want to feel safe when they use your products. For example, you could say, "Our product has tested safer than any other product in our category." Another example, "Our product comes with a safety lock and switch."

2 Try new business ideas and strategies. Do not be afraid of changing what you're doing. You could try out technology, advertising, marketing, etc. For example, just because you are selling e-books doesn't mean you can't try selling printed books, DVDs, videos, cassettes, software programs, etc.

3 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. For example, you could write an e-book

to show people how to market their product on the Internet. Another example, you could advise people on how to get out of debt.

4 Find out what's the current hot trend. You can find out what the new trends are by watching TV, reading magazines and surfing the net. Just create a product that's related to the current hot trend. For example, if the current hot trend is pop-up ads you could write a report on how to create your own pop-up ad.

5 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. For example, if you read an e-book on starting your own web business and you think it could be improved, write your own e-book about that subject.

## Chapter 2

6 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 your competitor's product. For example, if you sell downloadable software, your niche could be that it downloads faster than your leading competitor's.

7 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. Another example, you could package flowers with greeting cards, gifts, candy, etc.

8 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. For example, if you wrote a book about starting your own bookstore, you could rewrite it to be about starting your own online bookstore.

9 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. For example, a customer may tell you that he would like to see you offer free consulting with each e-book you sell. If one person thinks that, then usually more do too.

10 Combine two or more products together to create a new one. For example, you could take a briefcase and add a thermos compartment inside to keep a drink hot or cold. Another example, you could take an e-book and link it to a related online message board.

11 Survey the people who visit your web site. You could post a survey or questionnaire on your web site. Ask visitors what kind of products they would like to see on the market. For example, your visitors might say they would like to see you sell reprint rights and personal customized links with your e-books.

12 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. For example, if you are selling an e-book about dating tips, you could also sell it at a bulk group rate to online dating web sites.

13 Sell your product at a higher price. This increases the perceived value because people usually associate the higher priced product as being better. For example, if you are selling an e-book for \$19.95 and your current competition sells a similar one for \$27, people might think your competition's product is more valuable and buy it instead.

14 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. For example, if people just see an ad, they really don't know what you are selling. But if they can test a sample, then they feel more confident in ordering.

15 Include plenty of testimonials in your ad copy. This increases the perceived value because you have actual proof of other people's experiences with your product. For example, you could say, "We have over (no.) web pages full of testimonials!" Another example, "We don't have room to list all (no.) of our testimonials on this ad, but here are a few."

## Chapter 4

16 Load your ad copy full of benefits. This increases the perceived value because people think they are getting solutions to a number of problems. For example, if you see an ad for a product with a bullet list of 10 benefits, then see another ad for a similar product with a list of 50 benefits for the same price, which one would you buy?

17 Offer an affiliate program with your product. This increases the perceived value because people can also make money with your product. For example, you could say, "Make (\$) per sale selling this product!" Another example, "Make (cents) per visitor you send to our web site!"

18 Give people a strong guarantee. This increases the perceived value because it shows that you stand behind your products. For example, you could say, "If you are not completely satisfied, you will get triple your money back!" Another example, "Even if you ask for a refund, you can still keep our product!"

19 Package your product with a lot of bonuses. This increases the perceived value because people feel they are getting more for their money. For example, if you see a product with three bonuses and similar one with ten bonuses, would you be more likely to choose the product with three or ten bonuses?

20 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. Some people may endorse it for free if they really like your product. Others may want to be paid. If you can't afford to pay them you could give them a percentage of the profits.

## Chapter 5

21 Use sub-headlines to break up your ad copy and to capture a skimmer's eye. You could make them even more powerful by highlighting them in color. For example:

How To....

You Can...

Imagine....

22 Use attention grabbing adjectives to describe your product. For example, “Sizzling, incredible, high powered, ultramodern, killer, eye-popping”, etc. For example, which sounds more appealing to you "software" or "time-saving software"? Another example, "membership site" or "top secret membership site"?

23 Have a bumper sticker printed up with your web site address and other business information. Place it on the bumper of your car. People will see it when you're driving. For example, if I was having money problems and I suddenly saw a bumper sticker about getting out of debt, I might go home and visit that web site.

24 Have some T-shirts made with your web site address and other business information. Your family or friends could wear them almost anywhere. Your online business could get a lot of exposure if one of your family members or friends wears your T-shirt to a crowded sports event or amusement park.

25 Have some ball caps made with your web site address and other business information. Wear them to keep the sun out of your eyes and promote your business at the same time. You could also order a large number of them and donate them to a local sports team. People in the stands at each game would see your web site address.



## Chapter 6

26 Have some business cards printed up with your web site address and other business information. Pass them out to people you meet or who might be interested in your business. You could also turn your business card into bookmarks and donate them to a local library to give away to people who check out books.

27 Have a magnetic sign made with your web site address and other business information. Place it on your car door or roof when you are traveling. You could also perhaps pay a local cab or truck shipping company to place them on their vehicles to get extra exposure.

28 Have some flyers printed out with your web site address and other business information. Keep a few with you to hang on any bulletin boards you might come across. You could also team up with a grocery store and sell them ad space on the flyer. You could just have the clerks place a flyer in each customer's bag.

29 Have some jackets printed with your web site address and other business information. Give them away to family and friends. When it's too cold for T-shirts, you can wear jackets. When your kids wear them to school, other kids may see your web site information and tell their parents about it.

30 Have some duffel bags made with your web site address and other business information. Give them to family and friends as gifts or use them when you travel. You could also donate some to exercise gyms, school kids, sports teams, etc. This would give you a wide variety of people who would see your ad.

The End