

Unspoken Profit Methods

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Chapter 1

1 Use a "P.S." at the end of your ad copy. This is where you either want to repeat a strong benefit or use a strong close, like a free bonus. For example, "P.S. You can get (product), worth over (\$), for the low price of (\$)!" Another example, "P.S. I can not guarantee the (No.) bonuses will be here tomorrow!"

2 Publish a free e-book and give it away from your web site or in your e-zine. This will increase your traffic, sales and e-zine subscribers. For example, "FREE E-book Worth Over (\$)!" Another example, "Increase Your Traffic By Giving Away This Free E-book!"

3 Create multiple streams of income with your web site. You could sell your own products, join affiliate programs, sell advertising space, etc. For example, offer people a free e-zine then you can sell them

e-zine classifieds. Another example, sell your own product then follow-up with a back-end offer from a related product from an affiliate program you have joined.

4 Give your visitors compliments in your ad copy. This can earn their trust and put them in a good mood, in return they will be easier to sell to. For example, "You're really intelligent for taking time to read this ad copy." Another example, "You're a winner because you're trying to get over your obstacles."

5 Create new products or services only if there is a strong need for them. You won't have anyone to sell them to if you don't have a market. For example, you could survey your e-zine subscribers or web site visitors and just ask them what kind of products they are interested in buying.

Chapter 2

6 Sell your back-end products to your customers right after they order. Take them to a "Thank You" web page that includes other products you sell. For example, if you were selling perfume you could offer make-up as a back-end product. Another example, if you were selling coffee you could sell coffee cups as a back-end product.

7 Sell only a few products on your web site instead of a large amount of products. Too many choices can overwhelm your visitors and they won't buy. If you really want to offer a lot of choices, offer one of the main products as a bonus if they buy something. For example, "Buy One Of The Products Below And Get A Free E-book!"

8 Include content and free items on your web site that promote the products you're selling. If people don't read your ads, they may read what you're offering. For example, if you have freebies they can download, like software, include your ad in it. Another example, if you publish free articles, place your ad in the middle or at the end of the article.

9 Remind your visitors that you're human, not just a web site. You could publish information on your family life, show a picture of yourself, publish your profile, etc. For example, show a picture of your family on vacation. Another example, show a picture of yourself doing one of your favorite hobbies.

10 Provide a "Contact Page" on your web site. Give your visitors as many options to contact you as possible. This'll add credibility to your business. For example, Contact us by email #####@#####, by phone ###-###-####, by fax ###-###-####, etc.

Chapter 3

11 Sign up to win web site awards. When you win, some award sites publish your web site link, name and description on their site. You could tell people on your web site about the awards you've won. For example, "Here are all the awards we have won in the past (no.) years:.."

12 Join online business associations or clubs. If you join, they will usually list all their members on their web site. It will give your business extra exposure. You could tell people on your web site the business clubs and associations you belong to. For example, "Here is a list of all the business associations we belong to...."

13 Utilize a simple form of viral marketing. Write, or have someone else write, a small report with your ad included in it and allow others to give it away. For example, in your report say, "You have our permission to give this report away." Another example, "Give this report away to your visitors or newsletter subscribers."

14 Improve your business by promoting customer feedback. Tell them you want their honest opinions about your business, good or bad. For example, "Please send us your comments, good or bad." Another example, "Let us know how we can improve our web site or product."

15 Design your packaging so it sells your products. Utilize colors and lettering that make your product more attractive to your prospects. You don't want colors that make it hard to read. For example, you don't want dark blue letters on a black background.

Chapter 4

16 Compare your product's guarantee to your main competitors. Find a niche where you can design your guarantee to be more powerful. For example, "Our guarantee is twice as strong as our competitors because we give you double your money back." Another example, "Unlike our competitors' guarantee, you have three times as long to try out our product before you are charged."

17 Try not to assume your audience understands everything in your ad copy. If you have words they may not know the meaning of, define them. For example, "When I say the word, I mean..." Another example, "You may not understand the word (), it means..."

18 Build alliances with other online businesses. You could trade links or ads, create joint venture deals, cross-promote your products, etc. For example, if you sell movie videos, you could trade links with a theater web site. Another example, if you sell baby dolls, you could create a package deal with a doll

clothing manufacturer.

19 Design your web site to be a valuable resource for people. Include original content, links to other interesting web sites, e-books, software, etc. For example, you could create mini-directories within your web site. It could be an e-zine directory, free e-book directory, article directory, etc.

Chapter 5

20 Compete with the highly branded businesses by practicing good customer service, strong product quality and speedy service. For example, tell your prospects your business isn't branded because you spend more of your money on customer care instead of big advertising campaigns.

21 Design your web site to be a targeted resource center. Choose one subject and build on it. You'll gain repeat visitors who are interested in that topic. For example, many web sites deal with the general web site marketing topic. You can create a more targeted, loyal audience if your topic is specific, like viral e-book marketing.

22 Offer something that is really free. If people go to your site and what you said was free really wasn't, you'll lose their trust and they won't buy anything. For example, "Free Marketing Software! No

purchase is required." Another example, "Free Investing Report! You don't need to buy anything!"

23 Add a chat room or message board to your web site. People want to interact with other people who have the same interests as them. For example, you could say on your web site, "Chat With Other Web Marketers!" Another example, "Talk With Other Cancer Survivors."

24 Entice people to link to your web site by giving them something free in return. This'll increase your ranking in some search engines. For example, you could say on your web site, "Reprint Our Articles On Your Web Site!" Another example, "Give This E-book Away To Your Own Visitors!" Just make sure they link to your web site in order to give the items away.

Chapter 6

25 Trigger your readers' emotions in your ad copy. For example, if you sell a book on gambling tips, tell them the feelings they'll get when they win money. It could be the relief of getting out of debt or the excitement of being wealthy. Another example, if you sell a self-help cassette on getting over shyness, you could describe the feeling of having confidence.

26 Make sure your site looks good in all browsers.

You could be losing sales because it looks distorted in some web browsers. For example, would you buy a product from a web site that had the text all chopped up, had images out of place or had distorted colors? I doubt it.

27 Increase your sales by e-mailing full page ads to your e-zine subscribers. Remember to tell people before they subscribe or they may consider it spam. For example, you could say, "By subscribing to this e-zine we occasionally send out solo ads from our advertisers. This is how we can afford to give you this quality and original information for free."

28 Ask people questions in your ad copy that make them think about their problems. For example: "Do you want to be free of debt? Do you want to buy all the things you dream about?" More examples, "Do you want to find the love of your life?" "Do you want to share your life with someone you love?"

29 Magnify the size of your prospect's problem in your ad; show how your product can solve it. The bigger the problem, the more sales you'll have. For example, you could say, "Imagine if you never get out of debt. Imagine falling further and further behind paying your bills. Well now you won't have to experience any of these problems again if you purchase..."

30. Invest a percentage of your profits right back

into your business. Spend it on marketing, product improvement, customer service, advertising, etc. For example, you could take 20% of your profits and buy some paid advertising. Another example, you could take 10% of your profits and hire a another customer service employee.

The End