Sure-Fire Revenue Techniques

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Chapter 1

1 Make sure your classified ads don't sound like ads. Don't ask people to buy anything or they won't click, give something away instead. You could also mention a major benefit. For example, "How To Lose 5 Pounds In Two Hours." Another example, "How To Write E-books Fast!"

2 Give your free bonus products extra perceived value. Don't use the phrase "Free bonuses", use the phrase "You will also get…". People won't assume they're free and it will make the person think they are worth more money. People usually assume free bonuses are just leftover things from your business that are not worth much.

3 Keep your visitors at your web site longer. The longer they stay, the greater chance they will buy. Just hold a treasure hunt contest on your web site.

Have them try to find something like a graphic, picture, word or link. You could give them a freebie or cash as a prize for finding it.

4 Make sure you're always creating new products and services or improving old ones. Most products or services won't stand the test of time online. You could hire a focus group to get ideas on how to improve one of your existing products, or to think up ideas for new ones.

5 Split the cost of online advertising and marketing by sharing a web site with a similar, non-competing business. You would both put up half the cost. You could rotate top positions on the home page. You could also create products together and split the profits.

Chapter 2

6 Customize your product or service if you have too much competition. For example, if you're selling an advertising book, rewrite part of it and target it just to pet businesses. Another example, if you're selling an accounting software, you could change part of it to sell it as business-to-business accounting software.

7 Sell a lead-in product super cheap, even if you lose a little money. If people like it, you have a greater chance to sell your higher priced product.

For example, someone might buy your low priced product, then buy your medium priced product, then your high priced product.

8 Give people a free version of your product. If it does what you say, they will pay for the upgrade or deluxe version to get more benefits. You could also use a full free product as the lead-in product. If they like it, they might buy one of your related products.

9 Ask your visitors outcome questions in your ad copy. For example, "Where do you want to be financially in the next two years?" Another example, "What do you want your dream spouse to be like?" This'll persuade them to buy so they might have a chance to experience what's in their mind.

10 Give your product away for free to people who will agree to influence your target audience to buy it. They could be experts, famous athletes, actors, etc. You could ask them to write a persuasive endorsement or testimonial for your product (if they like it). It could be one for your ad or one for them to send to their e-zine subscribers for affiliate commissions.

Chapter 3

11 Give your potential customers a bonus that will

actually pay for their purchase. It could be money saving coupons, an affiliate program, etc. For example, you could say, "Buy our product for only $47 and get 6 bonuses valued at $250!" Another example would be to say, ""Buy our product for only $47 and just 2 affiliates will pay for it!"

12 Make your sales letters or ads sound like it is common sense to buy your product. For example, you could say, "Everyone knows you can't make money..." Another example, "Everyone realizes that designing a professional web site isn't hard like it use to be."

13 Make sure your ad copy sounds like you know what you're talking about. If people sense you don't, they won't buy. For example, you could say, "I know this product will help you achieve your goals!" Another example, "I guarantee our product will end your fear of snakes forever!"

14 Load your ad copy up with a large amount of benefits and bonuses. People will think and feel like they are getting a lot for their money if they buy. For example, if you read an ad which had 40 benefits listed, then saw a similar one with only 10 benefits listed, and both were around the same price, which one would you buy?

15 Assume your potential customer is going to buy. For example, you could say, "Dear Future

Millionaire". They will want to buy in order to feel that way. Another example, "I know when you start reading this book you won't be able to put it down."

Chapter 4

16 Offer a free e-book that's published right on your web site. People would have to stay at your web site to read it. You could have an ad above or below the content on the title page and every other page for the main product or service you sell. Even allow other web sites to link to your free e-book to increase your traffic.

17 Give your visitors a different free bonus for each link they click-through on your web site. For example, you could say, "If you click on this link you'll get a FREE course!" Another example, "If you click on this link you get a free e-book!" You could also place a picture or graphic of the freebie beside the link.

18 Make your content into a story format. People will want to keep reading to find out what happens at the end of the story. For example, you could say, "On Tuesday, June 13, 1988, I was driving to work and...." Another example, "Just the other day I was at the store and..."

19 Offer a search option on your web site. People

will stay longer because it gives them the option of searching through your web site using keywords. They also won't get frustrated when they can't find something. It's a good idea if you have an organized navigation bar.

20 Provide a chat room on your web site. Your visitors will want to chat with other people who are interested in a particular subject. They may also talk about how they enjoy your products and services. Your new visitors and prospects may see everyone chatting and that might persuade them to buy.

Chapter 5

21 Write your content so it attracts your visitors' five senses. Use plenty of adjectives. They will stay focused on your web site and block out other distractions. For example, you could say, "Our product will satisfy you better than a glass of iced water on a hot day!"

22 Add a "FAQ - Frequently Ask Questions" section on your web site. People won't email you a question and leave. They will stay to find out the answer. You could also publish an ad for your main product or service on your FAQ web page. If their question is answered, they may buy that day.

23 Make your site's text easy to read. Most people

will strain their eyes trying to read text that is too small, light or bright. You could ask some of your friends and family members to read your web site to be absolutely sure. They will tell you about any other things they don't like too.

24 Give people plenty of things to do at your web site. Allow them to submit classified ads, play interactive games, add their link, sign your guest book, etc. This will keep them busy and they will have a higher chance of seeing your ad a couple of times and buying your product or service.

25 Offer free online tools your visitors can use right at your web site. It could be a search engine submitter, ad or letter templates, e-book compiler, etc. If they like them, they will revisit your web site again and again to use them and tell all their friends about them.

Chapter 6

26 Create benefit intensifiers for your list of ad copy benefits. For example, the benefit: "Save More Time", the benefit's intensifier: "Never Seen Before!". You could also intensify your headline, sub-headlines, guarantees, postscripts, etc.

27 Use a little humor in your ad copy. It could be the little extra push needed to close a sale. People are usually persuaded easier if they're in a good

mood. How many times have you let your guard down and bought something when you were in a good mood?

28 Ask your visitors questions that induce thoughts, feelings, memories and emotions that will influence them to buy. You could ask questions about people's future, present and past. For example, you could say, "How many times in the past have you wished you had stuck with your diet?"

29 Tell your visitors what their friends or family will probably think when they buy your product. People care about what other people think of them. For example, you could say, "Your dad will be so happy when he sees you've bought him a new tool box!"

30 Use blue, underlined text links. People have been conditioned to think that blue, underlined texts are links. You do not want to lose visitors by using a different color. I would also use text links over banner or graphic links because they have been proven many times to out-pull banner ads. You could place the graphic beside the text link though.

The End