

Little-Known Net Business Advice

by Larry Dotson

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Chapter 1

1 You could offer your potential customers a bonus coupon when they buy one of your products. It could be a coupon for another product you sell. For example, you could say, "Free Bonus! A 30% Off Coupon For Our New E-book! How To..."
Another example, "Free Bonus! My Good Friend (their name) Is Allowing Me To Give A Free 40% Off Coupon For His New Product (product name)!"

2 Create a memorable logo and slogan to brand your business on the Internet. When people see your slogan or logo it will remind them of your business. For example, how many times have you heard a product name and thought of their slogan? How many times have you seen a logo and it made you think of a business or product.

3 Multiply your marketing all over the Internet by

creating free bonuses for other businesses' products. You just include your ad somewhere on the bonus. For example, if your target audience is network marketers, you create bonuses for MLM companies.

4 Offer to buy advertising space inside electronic products like e-books, software, subscription sites, etc. It will be cheaper than running any kind of print ads. For example, if you're selling to entrepreneurs, you would want to buy advertising space in business-related e-books, reports and subscription web sites.

5 Increase your sales by adjusting your product or service to attract other target audiences. This may mean redesigning or adding to it. For example, if you're selling an e-book about how to increase your online sales, you could rewrite parts of it so that it'd also apply to offline businesses.

Chapter 2

6 Test the prices of your product or service. You may increase the perceived value by raising your price while a lower price may decrease your sales. One effective way to see which price to charge would be to take one of your products and auction it off at an online auction. This final bid would be close to the price you need to sell it at.

7 Use your product's features to support all of your

benefits. Just because benefits are more important, don't forget to list the features. For example, you could say, "Our (product) is very easy to carry because of our durable plastic cover."

8 Market yourself or your business as an expert. Most people have been told throughout their lives to trust and respect the authoritative figures in society. For example, "Our (topic) business has the largest selection in the world!" Another example, "I've read over 200 books on Internet marketing!"

9 Train yourself and your employees to be polite to all your customers, even if they're shouting. Solve their problem quickly and it may even turn into a sale. For example, you could have posters hanging in the workplace. reminding staff to be polite, curious and helpful to your customers.

10 Give your visitors a good impression when they first visit your web site. Don't make a banner ad the first thing they see at the top of your home page. For example, if you visited a web site and it had a lot of banners all over it, would you stick around to read their offer?

Chapter 3

11 Provide a privacy statement and all your contact information on every page of your web site. This'll

persuade your visitors and prospects to trust you. For example, if your contact information was only on your home page and they had a question about ordering one of your products on another page, they might just get frustrated and leave your web site.

12 Publish a picture of yourself in your ad. This will show people that you're not hiding behind your web site and you're not afraid to back up your product. For example, it could be a picture of you using the product you're selling. Another example, it could be a picture of you in a smart business suit.

13 List how many famous or respected people have purchased your product in your ad. These people should be fairly well-known by your target audience. For example, you could say "Just look below to see a list all the corporate clients we've helped!" Another example, "We've had many experts buy our product in the past, just take a look:..."

14 Publish the results of any tests your product has passed in your ad. Your product may have passed a durability test, safety test, quality test, etc. For example, you could say, "Our product has passed all safety tests required by law." Another example, "We don't sell any product unless it passes our rigorous durability test first."

15 Publish the results of any positive surveys you've taken from your customers in your ad. Just survey

your current customers and list the results. For example, "2557 first-time customers out of 2600 surveyed say they would buy our product again!"

Chapter 4

16 List any publications which have written about your business in your ad. It could be a product review, on a top ten list, an article, etc. For example, "(title) magazine says....," "(title) Times say....," "(title) news says..." etc. Another example, "(title) magazine rates our product 10 out of 10!"

17 List any related books that you've written in your ad. When you list a book or books you've written, it gives you credibility because it shows you're an expert. For example, you could say, "I've written over ten books and e-books on marketing and copywriting including the best seller..."

18 Have a professional looking web site to publish your ad on. When people visit your site and it looks unprofessional, they'll relate that to your product. For example, haven't you ever read an ad that made you really want to buy, but the look of the web site turned you off so much that you just walked away?

19 Publish any endorsements from famous people in your ad. Some people will think if a famous person enjoys your product, so will they. For

example, you could say, "Just look at what the famous (their name) had to say!" Another example, "Here's what marketing expert (their name) had to say!"

20 Use a money-back guarantee in your ad. This will remove the risk for your potential customers and show them that you stand behind your product. For example, "If you are not completely satisfied I will give you double your money back!" Another example, "You have no risk with our lifetime money-back guarantee!"

Chapter 5

21 Provide testimonials from satisfied customers in your ad. The testimonials should include specific and believable results your customers have received. For example, you could say "(their name) from Ohio said..." Another example, "A milkman from Miami, Florida said that..."

22 Tell your prospects that you offer free delivery. This may cost you a bit of money but you will gain the extra customers to make up for it. For example, "Unlike our competition we have free delivery!" Another example, "FREE Shipping! To The First 500 Who Order!"

23 Know exactly what you want your ad copy to

accomplish. It could be to qualify prospects, make sales, generate leads, attract web traffic, etc. For example, if you want to increase traffic, offer them something for free. If you want to sell a product, use benefits, limited time offers, bonuses, guarantees, etc.

24 Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence. For example, your headline could say, "Write Joint Venture Proposals In Minutes!" Another example, "Would You Like To Work At Home?"

25 Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc. For example, "Five tactics for increasing your profits by over 234%!" Another example, "How to write your own e-book in 9hrs 11mins or less!"

Chapter 6

26 List all the ways your product is different from your competition's. Include in your ad copy all the differences which make your product better than theirs. For example, you could say, "Our product comes with a 5 year warranty unlike the competition." Another example, "Our competition doesn't offer any bonuses but we offer 5 of them!"

27 Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results. For example, use a picture of someone smiling while using your product. Another example, use a picture of someone who chose not to use your product, showing the problems that weren't solved.

28 Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy. For example, if my target audience was business owners and affiliate marketers, I would write down things like - make money, increase sales, cut costs, etc.

29 Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc. For example, you could say, "FACT: Our product withstood an elephant walking over it!" Another example, "(business name) Research found that our product reduces stress by 325%."

30 Look for different ways to prove your business and products to your audience. You could collect testimonials, hold surveys, do scientific tests, etc. For example, if you were selling a money-making product, you could use a picture of one of your actual checks.

The End

