

Unusual Online Profit Nuggets

by Larry Dotson

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Chapter 1

1 Have some pens imprinted with your web site address and other business information. When you have finished filling out your check or signing receipts, leave it for the next person to use or keep. You could also give a number of them to your employees and friends.

2 Have some mugs imprinted with your web site address and other business information. Use them when you have company or give them away to friends and family as gifts. You could donate some to the local coffee shops and increase your web site exposure.

3 Write your ad copy like you're talking directly to your visitors. Use the words "you", "your", and "you're" a lot in your ad copy. For example, many headlines have "you" in them because it looks and

sounds more personal, like "How You Can Lose (no.) Pounds In (no.) Days!"

4 Visit business discussion boards regularly. You could discover helpful advice, online resources, and take the opportunity to give your own two cents worth. Plus you can get free advertising. On most boards you can include a text link to your web site. It doesn't matter if you ask questions, give answers or inform people.

5 Gain free advertising by listing your business info in your chat room profile. Most chat rooms allow this, but check their rules to be sure. For example, if you are in a chat room, some people will read your profile before they chat with you. They may see your short blurb about your business and visit your web site.

Chapter 2

6 Let people know about your affiliate program. Submit it to numerous affiliate program directories, announce it in your e-zine, put it in your sig file, etc. For example, It's simple. The more people who sign up to your affiliate program, the more online salesmen you'll have promoting your product or service.

7 Tell your visitors exactly what you want them to do at your web site. You may want them to order

products, subscribe to your e-zine, etc. For example, use phrases like, “Click Here”, “Order Now”, and “Subscribe Now”, “Buy Before”, “Sign Up Here”, “Enter Your E-mail Address Here”, etc.

8 Focus your site on your visitors’ desires, not on yourself. They want to know what's in it for them, not that you won an award for your business. For example, don't make your ad mostly about what you have done, make it about what benefits the reader will get for buying.

9 Try not to get caught up in loading your site up with technological gizmos and gadgets. Concentrate on your words, they will do the actual selling. For example, some of those high tech things make your web page load slower and some people won't want to wait around when there are thousands of web sites similar to yours.

10 Create your own ad copy; don't copy the basic run-of-the-mill ad copy. Don't be afraid of trying something different to increase your sales. For example, get people’s attention by using a wacky or funny picture of yourself. Another example would be to spell your headline backwards.

Chapter 3

11 Offer a free online service from your web site.

Have visitors fill out their contact information to sign up for the free service. For example, if your visitors are webmasters, you could offer a free web site design critique service. Another example would be to offer an online graphic creation service.

12 Ask visitors to sign your guest book. Tell them you will give a free gift in return. When people sign your guest book, they will usually leave helpful advice on how to improve your web site and product. They will sometimes leave compliments which will brighten your day.

13 Offer a free affiliate program for your visitors. They will have to sign up in order to receive marketing material and commissions. You will capture their e-mail addresses and affiliates are easier to sell to because they are already interested in reselling your product.

14 Allow visitors to submit a free classified ad on your web site. Require them to give a valid e-mail address in order to post an ad. You could also require them to give you a reciprocal classified in return on their web site, in their e-zine, on their autoresponders, etc.

15 Give people who visit your web site a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course. Also put your ad somewhere on each

e-mail lesson sent. They will see your ad a repeated number of times, giving you a higher selling ratio.

Chapter 4

16 Offer your visitors free software to download. Have them sign up to get an access code to unlock the software. Include your ad in the software if it is possible. If it's not your software, try to get permission from the creator or owner. He or she may agree to get their software to a greater number of people.

17 Offer other web sites free content to post on their web site. Include your link on all of your content. The content should related to your web site because it will be in front of your target audience. You could include your link in your resource box or subtly mention it in your article.

18 When you visit a web site you've enjoyed a lot, write a review for the site. Write about the benefits you gained from it. Tell them they can publish it on their web site if they link to yours. If you can, try to capture people's e-mail addresses by offering a free e-zine or autoresponder course below the review.

19 Allow other people to publish your e-zine on their web site. Include your web site's ad and link in each issue you publish. This may also help you

increase the number of people who subscribe to your e-zine. You could also allow people to use your full issue for their own e-zine as long as they include your links.

20 Market your web site as a free web book. Design your web site with a title page, table of contents, chapters, etc. Just allow other people to give away the web book by linking to your web site. You will be getting traffic and people will be giving away a free web book to their visitors.

Chapter 5

21 Give your visitors an instant article directory. Tell your visitors they can instantly add a free article directory to their web site by linking to yours. Just place your ad or banner ad on top of the article directory for your main web site. You could also have your own article in a prime position for republishing.

22 Allow other web sites to use your discussion board for their web site visitors. Just have them link directly to the discussion board. Include your web site's ad or banner ad at the top of the discussion board. You could also post to it regularly to get increased exposure.

23 Start a Members Only web site. Tell visitors

what's in your Members Only site and what it costs to gain access. Offer them a free membership if, in exchange, they link to your web site. This will be a real bargain for them instead of paying to get access to your Members Only web site.

24 Offer your visitors a free sign up to your affiliate program. Pay them commission to sell your products or services. Just give them an affiliate link to track their sales. People will link to your web site to make extra money. You could offer monthly contests and bonuses for your affiliates too.

25 Create your own award site for other web sites. Give the winners a graphic or text link to place on their web site when they win. This will link your web site to theirs and draw more traffic to your web site. You could give out awards every day. Each award you give out is a link back to your web site.

Chapter 6

26 Are you an expert on a particular subject? Offer people free consulting via e-mail if, in exchange, they link to your site. People will consider this to be of huge value because consulting fees can be very expensive. For example, you could say, "Get A FREE 30-Minute Consultation For Linking To Our Web Site For One Month!"

27 When you purchase a product and it exceeds your expectations, e-mail a testimonial to the company. Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site. For example, under your testimonial you could sign it "(your name) Author of (your book) Visit (your site)."

28 Create a directory of web sites on a specific topic. Give people the option of adding the directory to their web site by linking to it. Put your business ad at the top of the directory's home page. For example, you could say, "Add This Directory To Your Own Web Site!"

29 Exchange content with other web sites. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content. You could also trade content with other e-zine publishers, autoresponder publishers, e-book publishers, report publishers, etc.

30 Allow people to download software at no charge from your web site, if they link to your web site. The software could be freeware, shareware or demos. You could set up joint venture deals with software creators. You could also allow other people to give the software away with your ad in it.