

Unstoppable Net Persuasion Ingredients

by Larry Dotson

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Chapter 1

1 Maximize the effectiveness of your banner ads. Don't just use the same ad on every banner, use a variety to attract the greatest number of clicks. If you are hosting banner ads on your web site for affiliate programs you have joined, you could use a banner rotator to give each one equal exposure.

2 Make your web site load much faster by cutting down on banner ads and using more buttons. Button ads are also smaller and take up less space. Also there is nothing wrong with text links. They usually pull in more response than banner ads because people nowadays often ignore banners.

3 Offer free advertising space to well-known and respected companies on your web site. Sometimes people link their business credibility to yours. If you sell advertising this might help too. People will

see high profile ads on your web site and want to advertise there too.

4 People have been taught all their lives to respect people in authority. Tell your visitors that you are the president or CEO of your business. For example, you could sign your ad or web site, "(your name) Vice President of (the business)." Another example, "(your name) Author Of The Book (title)."

5 Offer people a free telephone consultation before they order your product. When they get to know you personally, it could convert to more sales. You could also use a chat room or message system on your web site to communicate with them.

Chapter 2

6 Test the "bill me later option" on your web site. Most people are honest and will pay you. It is a powerful little technique and could increase your sales. You would just have to e-mail them a bill or charge their credit card a few weeks later. You could offer Cash On Delivery (COD) too.

7 Find a charity your target audience would likely support. Tell people in your ad copy that you will give a percentage of the profits to that charity. You could give them a few choices of which charity their percentage of the profits should go. Just let them

check the one they want when they order.

8 Hold a "Buy the Most Wins" contest on your web site. Tell people each monthly winner will get their entire purchase refunded. This will get some of your customers to compete to get all their purchases for free.

9 Attract visitors to your web site by offering them a free course. You could package the course on a follow-up autoresponder and send lessons daily. You could offer other autoresponder courses in your first autoresponder course to allow them to see your message even more times. Just include your ad in each lesson.

10 Interview people related to your industry and get their legal permission to convert it to an article. Promote your web site by submitting it to e-zines. You could make it a column and interview someone new every week. If an e-zine elects to run your column regularly that would be free ongoing exposure.

Chapter 3

11 Make your readers visualize they have already bought your product in your ad. Tell them what results they have got from it and how it makes them feel. They'll already become emotionally attached

before they buy. For example, you could say, "Imagine using our product to increase your sales by 600%!"

12 Turn your ad into an article. It could be a story, or how-to article. This will lead readers into your ad without them knowing it's an ad. They'll already be interested when they get to your sales pitch. For example, you could start your ad, "Once upon a time..." or "Free Report! How to....".

13 Make sure you show your readers that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today, they can buy it for \$69.95. You could also show them the difference they would be saving - \$29.05.

14 Direct your ad headline to your target audience. Your readers will feel important and enjoy belonging to a select group of people who buy your product. For example, "Attention! Accountants, Discover A New Way To Increase Your Client Base!" Another example, "Warning! E-book Publishers..."

15 Tell your readers how fast they can receive your product or service in your ad. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline. For example, you could say, "You can download our e-book within minutes after you order."

Chapter 4

Use bullets to highlight the benefits of your products or services. Benefits are the key to selling anything, make them stand out in your ad. You can use dots, dashes, or circles to highlight them. You also could convert your product's features and bonuses into bullet format.

17 Give a money-back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonus or give them double their money back. You could also extend the guarantee's time limit to 60 days, 3 months, 1 year, or a lifetime.

18 Tell your readers they'll receive surprise bonuses. This'll raise your readers' curiosity and make them want to buy so they can find out what the surprise bonuses are. You could also not tell them and make it a real surprise. For example, imagine how you would feel if you bought a product and got a second one for free without knowing it ahead of time?

19 Let your readers know this specific package will not be offered again. You must create urgency so people 'buy now'. You can always sell the same product but not with the same bonuses or price. For example, you could say, "We will only be offer-

ing 460 of them at this low price, order now!"

20 Give your readers a couple of tips in your ad which will help them with their problem. This will give your business credibility and gain your readers' trust to buy your products or services. Plus, that will get them more interested in reading the rest of your ad copy and more likely persuade them to buy.

Chapter 5

21 Add extra subjects to your web site. Most free ad sites only allow you to submit your web site to one category. This'll allow you to submit it to many. For example, you could submit your ad to the free e-book section if you offered a free e-book. Another example, you could submit your ad to the self-help section if you published articles about self-help information.

22 Increase the perceived value of your product by making your offer scarce. You could use limited time bonuses, low prices, low quantities, etc. One of the best ways is to make your product collectable. You could offer one version of your product with a serial number, then the next version with a different serial number, and so on.

23 Find out your competition's weakness and use it as your "Unique Selling Proposition". It's the reason

why people buy your products and not theirs. For example, if your competitor doesn't offer free bonuses, you could. Another example, if they don't offer a guarantee, you could.

24 Sell your products or services to a specific niche market. For example, instead of selling your fishing book to all fishermen, target it toward fly fishermen. You could also use a price niche. You could offer different versions of your product at lower and higher prices. This will fit all people's budgets.

25 Test your advertising and marketing. You'll save time, money and big headaches promoting the right offer to the right group of people. For example, if you know your ad pulls 5 orders out of 100 visitors, you know you would need 2000 visitors to sell 100 products.

Chapter 6

26 Persuade visitors to buy your product by telling them the future. Tell them what'll happen with their life in the future if they buy or don't buy. For example, if you were selling a book about getting over shyness you could say, "Imagine walking up to any stranger and starting a conversation with them without any hesitation."

27 Offer a free trial of your product for a set period

of time. Don't charge or bill your customers until they have decided to buy it. That should remove any perceived risk for them. For example, if you gave a person a sample of your membership web site and they liked it, they would probably join and pay for a full membership.

28 Create other web sites that draw your initial target audience. Then you can lead your prospects to your main web site by linking to your other web sites. For example, if you were selling investing tips, you could create another web site about saving money and promote it too. You would just include an ad for your investing web site on the money-saving web site.

29 Inform people about your site or freebie through e-mail announce lists. You can find them by typing "e-mail announce lists" in any search engine. For example, you could create a free e-zine and announce it. Anyone who subscribes will, of course, see your ads.

30 Tell your visitors what they can avoid by buying your product or service. This will motivate them to buy. They may want to avoid pain, fear, danger, etc. For example, you could say, "Just imagine never having to be alone without a date on a Friday night again."

The End