

Secret Selling Blueprints

by Larry Dotson

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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 You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order 'right now'. You could also offer a rebate that takes effect instantly. For example, you could say, "Instead of paying \$99, you could order now and get an instant rebate of \$20 - you only pay \$79!"

3 You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would. If

you were selling an e-book, you could give them a free sample at the end of your ad copy. For example, you could say, "If you're still not sure about ordering, download a FREE sample chapter!"

4 Sell a few back-end products that are not related to your main product but are needed by all humans. Every customer that buys from you is human. Think about it - everyone eats, right? For example, you could say, "Free Bonus 1# A Free \$30 Dollar Coupon To The Restaurant Of Your Choice!"

5 Take on as many of your business' chores as you can handle; outsource what you can't. Only you can determine how your business operates. You don't want too many people making all your decisions, but you don't want to take on so much responsibility that you become a workaholic.

Chapter 2

6 Try out new business opportunities. You could combine them with your current business. It could add an extra profit stream to your web site. You could join affiliate programs, MLMs, drop ship selling programs, etc. Another idea would be to joint venture with other businesses.

7 Create an alliance with 3 or 4 web sites. Include each of your ads or banners on the other web sites.

You will all share targeted traffic with each other. For example, you would instantly have 3 web sites selling for you without paying them an affiliate income. You would just be giving them ad space on your web site.

8 Create a free e-zine directory. You'll attract a lot of traffic from e-zine publishers and people who want to subscribe to the e-zines. Your listings could include name, subscription instructions, publisher's name, etc. Of course you could put your own e-zine listing at the top of your directory to get extra exposure.

9 When you offer a freebie from your site, submit it to freebie sites. They provide target categories which mean targeted traffic. So if you're submitting software, you could submit it to the "free software" section. Just remember, some freebie sites want you to link to their web site before they will list your freebie submission.

10 Make your visitors curious about your product by telling them they need to sign up to get into a password protected site to read the rest of the ad. This will give your product extra perceived value because it is so well guarded. Just like a diamond in a bank vault.

Chapter 3

11 Remember the little things about your web pages really count. Include the title of your site at the top right corner, a description about your site, etc. For example, if I visited your web site and didn't know or understand what it was all about, I would probably leave right away.

12 Start your own Internet radio station. It could be related to the theme of your web site and you could advertise your products over the station. You could also charge other businesses advertising on your station. You could start a music station or something like a talk radio station.

13 Turn your banner ad into a trivia question. Post the question on the banner and tell readers they can win a prize if they answer the question at your site. People love trivia because it makes them feel smart when they get the right answer. The prize is just an extra incentive for them to click on your banner.

14 Motivate people to buy your product. Tell them positive things. For example, you could say, "You can now reach your goals and change your life if you buy our product." If you come across positive in your ad copy, they will become positive about reaching their goals using your product.

15 Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other

participants to evaluate them. Don't get discouraged if someone gives you a lot of negative feedback about your web site. Most people are only trying to help you. Take the criticism constructively.

Chapter 4

16 Get your products or services evaluated for free. You can give your product for free in exchange for evaluations and even testimonials. You will find out any problems with your product before you sell it. You might also discover new uses or selling points for your product too.

17 Keep your loyal customers happy because they are your future profits. Give them discounts and free gifts as often as possible. If you are thoughtful and loyal to your customers, most of them will be your customers forever. They will make up about 80% of your business and profits.

18 Clone your advertisements all over the Internet by allowing your visitors to give your online freebies away. Just include your ad somewhere inside them. You could also start an affiliate program and pay people commissions to run your ads. You could also give your affiliates viral marketing tools to use like e-books or articles.

19 Make it easy for your affiliates to make sales.

Give them proven ads to use, make it easy for prospects to order and provide helpful affiliate statistics. Affiliates want high or fair commissions, notification of sales, lifetime income, residual income, a good tracking system and professional training.

20 Persuade e-zine publishers or webmasters to run your ad for free. Just allow them to join your affiliate program and earn commission on the sales. You could also offer them a freebie, such as the product you're selling for free, an advertisement in your e-zine in return, etc. It also helps to compliment the publishers as well as praising their e-zines.

Chapter 5

21 Make your products sell quickly by adding a lot of bonuses. You could get the free bonuses for little or no cost by joint venturing with other businesses. You could go to the "freebies" directories and find things. Then you could ask the legal owner's permission to use the item as a free bonus for your product.

22 Test different web site color themes to see which combination will sell your product better. You can also test the size and style of your web site text. For example, red usually signals: stop, anger, excitement, love, sex, fun, etc. Another example, blue usually signals: relaxation, authority, coolness, etc.

23 Promise your readers an end result or outcome in your ad. You must give them a solid guarantee that your product will solve their problem. For example, you could say, "I personally guarantee you will get over your shyness in 10 days or less or your money back."

24 Never assume people believe the information in your ad copy. You need to back-up all your claims with indisputable evidence. For example, you could include testimonials, expert endorsements, third party tests or studies, strong guarantees, a list of customers, pictures of customers, etc.

25 Give your customers free shipping. If you can't afford that, you can give free shipping to customers who buy over a certain dollar amount to raise profits. You could also charge other businesses for inserting ads in your product package. This will make up for your free shipping losses.

Chapter 6

26 Test your web site regularly for ordering glitches, bad links, broken graphics, etc. Those types of errors will make your business look unprofessional. If your visitors can't order, navigate to where they want to go or see pictures of your product, they likely won't revisit or order.

27 Use free advertising as much as possible. Test a wide variety of free advertising options like banner and link exchanges, classifieds, newsgroups, ad swaps, joint venturing, viral marketing, web rings, message boards, trading content, etc. Don't be afraid to try something new.

28 Build credibility for your business by publishing an e-zine and writing articles. Your customers and prospects will see you as an expert and trust you. You could also submit your articles to other e-zines for republishing and publicity. Just require them to include your resource box at the end of the article.

29 Answer all your e-mail messages as quickly as possible. Nothing will lose a sale quicker than not responding to a prospect in time. If you don't, it could anger your customers and they could ask for a refund. You may lose a sale because they want you to answer a question before they order.

30 Build a professional looking web site even if you have a small budget. You could use free graphics, designs, list servers and other tools offered online. Just go to your search engine or web directory of choice and type in "free (what you want)" and you will usually find it.

The End