

**Wow! I didn't think of that!**

**Internet marketers book of checklists- in easy to  
follow grocery list fashion.**

**Before you make a move online- check here first!**

# **The Top 10 Signs of a Sure Loser!.....or How to weed out your worst enemies within!**

by "Wild Bill"

This article is actually a part of what I call my "Hot Sheet". Let me Explain.

Whenever I am doing a consulting contract offline you will "always" (and I do mean always) find me with a clipboard in my hand when I am on-site. I am forever taking notes about every little thing. When I sit down at night, I recompile my notes into a viable and legible outline. As I am taking my notes I start categorizing the "Loser List" and the "Winner's Circle". These are nothing more the my "Pros" and "Cons" lists, but I learned sometime ago to name them for my clients, it gives them a little more incentive to work for the Loser List than the "con" list and the same for the Winner/Pro list.

Let's get into the list. If you apply this list to your company and find these pros or cons and work (the pros) and against (the cons) I promise you will see improvement in your overall company operation and output. It can't be helped. I have been doing this for awhile offline for small and home based companies and it works very well for them.

Get to Work!

### 1. Genetic Fallbacks:

I list this one first because it's the worst. Why? It's the one that can't be fixed. Short of putting someone else in charge. The problem however is that the shortsighted individual for whatever reason they suffer in this lack of sufficient IQ, 9 times out of 10, they do not, or simply (out of stupid pride) refuse to realize the fact.

### 2. Do What You Love:

As I said, I Consult Small/Home Businesses. As many of you already know, the hours you put in are "killer". If you are planning on going into business for yourself, you better love, and I do mean "L.O.V.E." what you do! Anything less is a catastrophe waiting to happen. The long hours, weekends in the office, lost vacations, the headaches, the family & spousal complaints, the financial woes...taxes, bookkeepers.....should I go on?

### 3. You've Got To Have Self-Discipline:

One of my Business Professors once said, "The toughest employee you'll ever hire will be yourself". If that ain't true I don't know what is! If you can control your desires and wants and maintain a discipline to work and keep to a schedule a can accomplish anything you set out to do! You are the hardest job you'll ever take on my friend!

### 4. Don't Procrastinate:

Here is one that I see more often than not in every level of a company from 1 person home businesses to major corporations. Yes, it's the old, "Let's put off today, what we can do tomorrow, syndrome". This one seemingly harmless little act can lead to a "domino" of problems down the road. The worst part about procrastinators it is a sickness like alcoholism. People are aware of the problems they are or can be creating by procrastinating, but

yet they still do it.

## 5. The 3 Basic Fears:

People have many phobias, but when it comes to their businesses, they can usually be categorized into one of these 3 columns.

### A. Fear of Poverty

People are afraid of taking chances and losing their business, thus ending up in squalor (more on this below).

### B. Fear of Criticism

People fear making decisions based on what other will say about those decisions. Right, Wrong...Who is to say?

### C. Fear of Death

Since the beginning of recorded time man has pondered this fear. So, it is only natural that it carries over into the business world as a power to be reckoned with. Fear of death is something we live with daily. Whether it's our death, the death of a friend or the death of a family member or an associate. It could be the death of a deal or the death of our business. Death is universal and uncontrollable in any form.

## 6. Ambition & Enthusiasm:

I have to tell you, I "Hate" very few things in my life, but I absolutely, positively hate working with people that have no ambition for their own company. Ok, so you hired me to come in and consult you on why your

company is not going the way you hoped it would. I sure would like to see a little positive attitude from you and some ambition to get it going again. It really doesn't matter if you are paying me, don't waste my time by sitting there looking like a lost dog at a carnival. I want to see the Fire of Desire in those Eyes! I can consult LOSERS anywhere, there a dime a dozen, I want winners! I want to make Winners! I expect my clients to be Winners! I expect a little Enthusiasm! If you don't have the Ambition and Enthusiasm to make your company succeed you can hire all the experts in the world, but your calling card will always be "Failure".

#### 7. Personality Problems:

This can be a wide variety of things from being to shy to being so overbearing that you are intolerable to be around. It can also be connected to racial, religious or political indifferences. These business people, although they may survive (somehow), restrict themselves severely because of their limited opinions and prejudices. Introverts have found a haven on the web thanks to the "Indirect Marketing" of the Internet. I myself have suffered from Bi-Polar disorder all my life, but (finally) with the right medication I can successfully function in a day-to-day offline, real-life business atmosphere, whereas before I relied on the Internet, as an Introvert might to mask this personality flaw.

#### 8. Poor Health:

This is an especially important one again to me and should be especially to anyone spending ample amounts of time at a keyboard. To succeed in any walk of life, you must also succeed with inner life. Be In Good Health! I have just recently hit my 5-month mark since my last cigarette. Getting my weight back down and getting a little more exercise. Not as much as I should but at least a little more. I have to admit, I feel much better. Here is

what the doctor basically told me.

- A. If you Over Indulge in anything it can't be good for you, so use some restraint!
- B. DIET & EXERCISE.
- C. Don't set your sights so high that you'll fail.
- D. Get a check up.
- E. If you're at that keyboard a lot, get a fresh air supply, open a window, even if it's winter!

#### 9. Know When to Get off the Pot!

I've seen it 100 times and 100 times I'll see it again! "Mr. Smith, It's time to expand". "Mr. Jones, We can double your gross by setting up a new product line and hiring 2 new employees". The Response: "I'm sorry Bill, we're not prepared to take that step right now..." Why I asked.... There were no legitimate reasons often, except basic fears. The fear of trusting the consultant and especially, trusting in themselves! This is where the lion eats the lamb folks. You are your company! Except for the consultant who has just spent countless days or weeks investigating your business who would know better than you? Why aren't you taking that next step? Do you have legitimate reasons or are you just afraid to get off the pot?

#### 10. Keep It In Your Pants:

I feel the need to bring this one up because I see it happening more often as time goes on. Businesspersons getting sexually or personally involved. This is a no-no folks, take it from me! It matters not whether you are single, married or swinging from a tree! Business is business and your

personal life is personal; Keep them separate!

I hope this Top 10 List For Losers  
Keep YOU off the List!  
Until the next time,  
This is Wild Bill wishing you  
a happy "marketing-ad-venture"!

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## **10 Ways To Make Your Product Look Affordable!**

1. Divide the price by how many benefits the product has. For example: "You're only paying \$1 for each benefit!"
2. Offer a mail in rebate. For example: "Our product costs \$37, but you'll only end up paying \$20 with our rebate." Most people won't mail it in anyway.
3. Give your prospects a ton of bonuses. If you can't afford to give many bonuses you could create some low or no cost e-information products.

4. Write as many benefit bullets as you possibly can. The more benefits your prospects see; the easier it will be to sell your product.
5. Give your prospects an easy payment plan. Just divide the price into by the number of payments you can afford. For example: "3 Payments Of \$9.95"
6. Tell your prospects they could join your affiliate program. For example: "You only need to make two sales to make up the cost of buying our product"
7. Give your prospects a high price then lower it while they are reading your ad copy. For example: "You can buy it for \$20; but today it's only \$12!"
8. Tell your prospects if they refer only three people that buy, you will give them a refund for they're full purchase price.
9. Explain to your prospects they don't need to pay for a certain period of time. For example: "Don't pay for a full 3 months!"
10. Give your prospects the option of buying a lower priced or a higher priced version of your product. For example: "Get the deluxe version for only \$10 more!"

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**Working at Home? Here's 10 Ways to Be More**



## Productive

Ah, working at home... Visions of leisurely days, conference calls in comfy sweatpants, increased productivity with fewer interruptions. But the distinctions between work life and home life soon blur. You really should throw some laundry in the wash before you write that proposal. You have an hour before a meeting: Should you balance your books or clean the kitchen? And remember to call that client back right after you empty the cat box.

Welcome to the real world of working at home: unforeseen distractions, a lack of structured time, and sometimes a perceived loss of identity. But don't give up the dream just yet! By putting into place a few simple ideas, you can reap more of the rewards of working at home. Based on my experiences and those of my associates, here are 10 simple ways to help you stay on track.

### **\*\*1. Separate Your Space\*\***

Keep a separate, distinct work area in your home. (This is especially difficult if you're living and working in a shoebox studio, like I was when I started my business in New York City!) If you don't have a separate room, at least define an area, and know that when you're in it, you're in "work mode." Make sure your roommates and family are aware of this as well.

### **\*\*2. Structure Your Time\*\***

As your business and personal time mesh, it's more important than ever to structure your day. For example, if you regularly take a walk or go to the

gym, try to do it every day at the same time. Value that personal appointment with yourself - even when you're very busy. It will actually help you keep your business on track! I like to get up early and work until noon, then I take a few hours off to enjoy lunch, do some reading, and take my daily jog on the beach. Then I'm back at my desk at 4:00 until who knows when!

### **\*\*3. Outsource All You Can\*\***

When I began my business, I made the mistake of acting as my own courier service. I soon learned how much time I was wasting by visiting clients too much just to pick things up and drop them off. Whenever you start thinking, "Well I can do that myself," STOP. Streamline your business, making everything as automatic as possible. Use outside services to stay focused on your *\*real work\**. Get accounts with an overnight delivery service, messenger service, virtual assistant (VA), bookkeeper, etc. Save your energy for your brilliant ideas! : )

### **\*\*4. Use Technology to Your Advantage\*\***

In-person meetings are very valuable when appropriate, but schedule them sparingly. Try to do most of your business via phone, fax, and e-mail using the best equipment you can afford. For most home-based entrepreneurs, when you're out of the office, you're NOT making money. So it's important that you can communicate flawlessly from where you are. And PLEASE do us all a favor and get separate lines/services for your phone, fax, and Internet! No one likes getting a busy signal.

(BONUS TIP: If your phone company offers voicemail, get it. Not only

will your outgoing message sound more professional, but if you're on an important call and don't want to be disturbed, other callers can still leave you a message.)

#### **\*\*5. Group Your Errands\*\***

Try to group your meetings and errands together to minimize your out-of-office time. Make a list in the morning of all the outside tasks you need done for the day, and attempt to complete them in one fell swoop. Even better, do what I do and designate just one day a week as your "blitz" day for errands and meetings. I like doing this, because then I need to get dressed up only one day a week! : )

#### **\*\*6. Stay Focused\*\***

Make your workspace off-limits to other roommates or family members when you're working. For you animal lovers, this may go for pets as well. (My cat Francine gets *\*very\** jealous when I'm not giving her complete attention!) Keep all personal paperwork such as bills and magazines out of sight, so as not to distract you from your projects.

#### **\*\*7. Beware of Yappers\*\***

Many of your friends and family will be immediately delighted when they learn that you're working at home. They picture you lounging on the couch, eating potato chips, and waiting for their calls. When they call you simply to chat, politely remind them that you're working, and ask them if you can call them back after your day is over. It may take them awhile, but they'll eventually "get it."

### **\*\*8. Work With Your Moods\*\***

Keep track of your moods and productivity compared with the time of day. For example, if you find you're more alert in the morning, use this time to make important calls and do your creative work. Take advantage of your natural cycles. If you feel better after an afternoon nap, go for it! (I'm a BIG proponent of the catnap. In fact, I may start a support group. : ))

### **\*\*9. Suit Yourself\*\***

To bring out your best work, make your environment perfect for YOU. How do you work best? With plenty of breaks, or with no interruptions? In silence, or with some light music in the background? On a cushy couch and coffee table, or at a business desk in an ergonomic chair? (My friends thought I was nuts when I spent \$700 on my Herman Miller Aeron chair, but they quickly understood why once they sat in it! And my spine thanks me every day.)

Also, find some places you can do work when you need a change of scenery. How about the library, the park, or your neighborhood coffee shop? When I need to do serious reading, thinking, or editing, I take my work outside to the beach. The sea air, sunshine, and soothing waves help me think much more clearly.

### **\*\*10. Break for People\*\***

Feeling sluggish, lonely, or moody? Arrange for at least one social break during the week. (I aim for two or three.) Schedule breakfast, lunch, dinner, or even just coffee with a client, vendor, or friend. Join a business networking group, or sign-up for social activities such as dance class or recreational sports league. Don't go into hermit mode - it can be self-destructive!

#### ABOUT THE AUTHOR

Alexandria Brown's FREE biweekly e-zine gives "how-to" tips on writing compelling copy for Web sites, brochures, and e-zines. Learn how to ATTRACT NEW CLIENTS and strengthen your customer relationships! Subscribe today at <http://www.akbwriting.com> or via <mailto:AKBMarCom-On@lists.webvalence.com>

## **Top Ten Things to Look for in a Web Developer**

In many ways, working with a web developer can be likened to trying out a new hair stylist. While at work, you notice that your friend has a trendy new hairstyle. Excited at the thought of a new look, you ask them for the stylist's name. Trusting your friend's recommendation implicitly, you call Fi Fi's House of Style to book an appointment.

Walking into the salon, you are impressed by the fancy décor as you plop down into the lush leather chair. As pieces of hair fly left and right, you tenaciously watch as Monique, a woman you hardly know, cuts and shapes your hair. She insists that this new style will reveal the "new" you. Alas, you turn around to look in the mirror and she says "How do you like it?" Taking a deep breath, you force a smile and say, "Hmmm, well uh...it's different" and proceed drudgingly to the counter to pay the \$55 bill out of obligation.

Unfortunately, that's how some people feel when hiring a web developer to build their web site. You approach the designer with only a vision of your web site and entrust the look, feel, and message to them. For better or for worse, your fate is in their hands. Hiring a web developer doesn't HAVE to be a scary journey into the unknown. I'll tell you WHAT to look for in a developer, what to know BEFORE you look for a developer, and WHERE to find a developer.

== Top 10 Things to Look for When Choosing a Web Developer. ==

1) EXPERIENCE - An experienced designer will have more skills to create a sophisticated looking and functioning web site. They will have more tools and tricks and knowledge to help you accomplish your business goals. Here's 101 questions (well almost) you can ask your potential web developer.

- Can you see their design portfolio?
- Do you like the designer's own business web site?
- How long have they been doing web site design?
- How many web sites have they developed?
- What areas of web development do they specialize in?
- Do they know how to hand code HTML or do they only use an HTML

editor?

Hand coding can allow for an extra level of precision that may be difficult to achieve with various HTML editors.

- Do they know Javascript?
- Can they do database work?
- Do they have a professional graphic design team or do they create the graphics themselves?
- Will they help you market your web site?

The whole process of interviewing the designer will not only give you the answers to those questions, but gives you insight as to who the designer is, their level of expertise, and how well you can work together.

2) TOP QUALITY CUSTOMER SERVICE Equally important to experience is quality customer service. After all, what good is having a top designer if they are too busy to answer your emails and jump in during an emergency? Ask for a list of references, and CALL them! Don't be afraid to ask them if their web developer is responsive to their needs and assists them in a timely manner.

### 3) PROFESSIONAL, ORIGINAL WEB SITE GRAPHICS

The ability to create professional, original web graphics will quickly distinguish the Cousin-Jim-Bob-amateur-designer-wanna-be's from the pros. Anyone can put words on a page and create links. But, only a skilled designer will have a good sense of page layout, how to create a good color

scheme, and be able to create tasteful graphics that will enhance the web site. Take a look at other sites the designer has created. Do they demonstrate a considerable range of "styles" or do they use templates? Do the web sites feature original web graphics? If you want a one of a kind web site to brand your business, you must insist on original graphics for your web site.

Can they create "extras" such as flash, animation, or mouseover effects?

#### 4) MARKETING SAVVY

Having a crème-de-la-crème web site will do you no good unless you can build a steady stream of traffic to it. Here's some questions to ask your designer to determine what level of marketing assistance he will provide you:

- Will they help you create meta tags for your web site?
- Will they register you with the search engines?
- What search engines do they submit to?
- Do they mass submit, or will they hand submit your site to the important search engines?

NOTE: If they claim to be experts in search engine positioning, check first to see how highly listed THEIR web site is, it's the proof-in-the-pudding to whether their techniques work!

#### 5) CREATIVENESS

One thing you'd better know up front is how involved your web developer



will be in the creative process. Unless you are an experienced marketer, you probably will need at least a little help writing web copy and planning the layout of your web site. Will your web developer help you develop content?

Writing for the web is a little different than writing for a print marketing piece. By using someone with experience in writing web copy, you can ensure that the message as well as the look of your site is geared to sell.

Also, be aware of over-creative know-it-all designers who won't listen to your input. It's your web site, and you should have creative input. The key is to finding a developer that will listen to your suggestions and work **WITH** you offering ideas and advice when planning your site.

## 6) PRICING

The cost of a professionally designed small business web site can run anywhere from \$500 to \$5000. To ensure you don't overspend your budget, you need to get a written estimate. Depending on the complexity of your project, you may even have to pay to get an estimate. To get a complete picture of all costs involved, have them break out costs for domain name, hosting services, graphics, web development, and marketing fees separately.

Will you be required to put down a deposit? Some firms may ask for half of estimated fees up front as a deposit. What methods of payment do they accept? Will they accept credit cards or do you have to pay by cash or check?

Do they charge a flat rate or by the hour? Typical hourly web development fees can range from \$30 to \$200 per hour. But beware: cheaper is not always better!

Whatever the hourly rate; make sure it is justified by the amount of experience and skill set they bring to the plate. While a designer who charges \$30 an hour might seem like a deal at first, it might take them twice as long to accomplish a task. What items will cost you "extra"? If there are items that will NOT be included in the estimate which will be additional, make sure to get the ala carte pricing. And finally, find out what the costs for web site maintenance will be when the site is complete. If you will be updating your site frequently, this ongoing cost is an important one to keep in mind.

## 7) COMMUNICATION SKILLS

How easy is your designer to talk to? Do you trust them? Can you understand what they are explaining to you or do they use techno-babble. Do they take time to listen to your needs? If you are going to have a good long term working relationship, it's crucial that you feel comfortable with one another and can communicate clearly.

## 8) TIME FRAME TO COMPLETION

Ask how long the web development process will take. And then you may want to ask their references how close they came to completing the project on target. A simple web site could be developed in one or two weeks, while a larger more intense site could take several weeks or months. Knowing

what to expect can help you manage your expectations.

#### 9) FULL RANGE OF SERVICES?

Does the developer offer a full range of web site services? Will your web developer help you: acquire a domain name, set up a web hosting account, market your web site, write copy, and/or provide cgi and database programming?

Working with a developer who can handle all these details will save you time, money, and frustration. You can rely on their expertise to handle some of the more technical questions that may arise. If they don't provide these services, then ask if they have companies that they recommend.

Be sure to get prices from those vendors too so that the total web sites costs don't sneak up on you.

#### 10) AVAILABILITY:

Are they a full time web developer or is web design a moonlighting job for them? A full time developer will probably be able to complete your site in a shorter time frame than someone who is squeezing you into his or her spare time.

What are their hours? Are they open to you calling with questions? Can they start your project right away? If you need maintenance down the road,

how soon can you expect changes after you submit them?

**== DO YOUR HOMEWORK BEFORE YOU GO TO A WEB DEVELOPER ==**

If you want an accurate assessment of what your web site will cost, you must have a clear idea about what you need. Take some time to answer these questions **BEFORE** you talk to a developer.

1) How will my web site function?

- a) As an online store where actual product is sold?
- b) As an online brochure to inform the consumer about your company or services
- c) As an online community

2) What will your web site look and feel like? What will be the corporate culture of my site? Will it be light and fun, or hi-tech looking, or business-like and professional?

3) How many pages and what specific pages do you need for your web site? Here are some typical pages to think about for starters:

- Home
- About
- Products/Services

- Order
- Contact
- Resources
- Free Newsletter.

4) What is my budget? Be reasonable, if you only have \$500 you won't get too much out of your web site. There are affordable designers who can design a small business web site ranging from \$700 to \$2500 in price.

5) What is your deadline for project completion? Are you pressed for time or do you have several weeks to play with? If you need your site in a hurry, you may be able to get it sooner by paying a "rush" fee.

6) Will you require any specialized programming such as a shopping cart, a database or a contact form? If you need these items, make sure your web developer has the skill set to meet these requirements.

7) What level of assistance do you need in development? By knowing in advance how much and what kind of help your project requires, you can confirm that the developer you are considering can (and will) provide the level of service you need.

- Do you need full site design & concepting?
- Do you have the concept and just need it created into HTML pages?
- Do you just need some new graphics and a web site makeover?
- Do you have an existing logo or will they need to create a new one?

8) Find samples of web sites you like! Create a listing of URLs for sites that you like and note what you like and why it appeals to you. By showing this to the designer, it gives them a better idea about what you are looking for. This can better assist them in providing a quote and in concepting a graphic design to match your vision.

## == WHERE TO LOOK FOR A WEB DEVELOPER ==

Once you know your project needs, you can start your search for the ideal candidate to develop your web site. Here are a few places where you can look to find a web developer who meet your specific needs.

### 1) Web Developer Directories:

A web developer directory offers searchable listings of web developers. By just typing in your project specs, price range, and technical needs you will be matched with some developers who meet the criteria you provide.

<http://www.econstructors.com/>  
<http://www.comparewebdesigners.com/>  
<http://www.webprosnow.com/>  
<http://www.codecranker.com/>  
<http://www.aaadesignlist.com/>  
<http://www.web-design.com>

## 2) Authors of Web Development Articles in Web Developer Communities:

If you go to these web developer communities, you'll find articles written by designers who are some of the most savvy state-of-the-art designers in their field. By reading their articles, you'll get insight into who they are and their level of experience. Just check the author's bio at the end of the article to see how to contact them.

<http://www.sitepoint.com/>  
<http://www.webdeveloper.com>  
<http://www.webresource.net>

3) Get a Referral - If you see a web site you like or know someone with an online business, ask them who their developer was

4) Go Local - Let your fingers do the walking thru the yellow pages or search in Yahoo local web directories for your major metropolitan area. This will allow you to find a developer who is located in your local geographic area.

5) Search in the Search Engines - Search your favorite search engine and look under web developer, web site design, web designers, web

development firms etc.

== READY, SET, LET'S GO!!!! ==

Since your web site will serve as your online business, it's crucial to find the right developer to help you create it. Having a customer friendly web site with attractive graphics, a clear marketing appeal, and easy navigation is key to online success! With a little luck and searching, I hope you can find a web designer whom can work with you to make your online dreams a profitable reality! Who knows, maybe customers will be checking out YOUR web site to see who the savvy designer is that created it!

## **10 Power Steps to Small Business Success**

**The entrepreneurial blueprint for ensuring success of a small business venture.**

By Isabel M. Isidro  
Power HomeBiz Guides

Starting a business, given its share of rewards and risks, is a serious endeavor and requires considerable preparation. If you are going to accept the challenge, then you must do everything you can to improve your chances for success. This process involves the mastery of ten steps. Each step by itself is merely a tool, but collectively they provide an entrepreneurial blueprint for starting a successful new venture. No matter



what your business, conquering these ten steps will increase your odds for success. However, these steps are not easy nor simple. Each level involves a tremendous amount of effort and a lot of street smarts to work effectively. Similar to playing a video game, you should master each level before moving on to the next one.

Here are the ten steps:

Develop your personal and company goals. New business success requires a combination of knowing what you are doing and capitalizing on a good opportunity. Develop and clearly state your goals in a written plan, which will then serve as your road map. They give you a sense of direction and help you get to your destination, a successful business of your own, with a minimum of time, effort, and expense.

Define a viable market segment for your product or service. The next step in starting a new venture begins with listening to the marketplace. Define an unmet consumer need first, before you develop a product to satisfy that need. Regardless of how astute you may be in business, if the market isn't there to support you, then you cannot expect to go very far. However, the majority of entrepreneurs first come up with a product they think is "hot" before determining the existence of sufficient demand for the product. You may have the most exciting product in the world, and people might think that it's the most interesting thing they've seen in a decade, but if you can sell only a handful (to your immediate family and in-laws), you are probably doomed to failure. In order to verify that there is a need for your product, you must test the market by conducting a variety of market research.

Develop your marketing plan. The purpose of the marketing plan is to

describe how you will attempt to create and maintain customers for a profit. It needs to state whom you are going to sell to, how you are going to penetrate the market, why you will be successful with your sales campaigns, and finally, how much you will sell annually over the next five years. The marketing plan will ultimately become an integral part of your overall business plan, but it must be completed first.

Write your initial version of the business plan. Your business plan must reflect the unique environment you will be operating in as well as what you plan to be your competitive advantage. It is an outline of the direction in which you plan to take your company, an analysis of your business strengths and weaknesses, and a skeleton from which your formal business plan will later be developed. It will assist you in securing the key people you need, and it will also help you to begin developing your financial projections.

Determine your financing needs. Once you have developed a rough business plan, you can begin to determine your financing needs, which will be incorporated into your formal business plan. Your marketing analysis leads to sales forecasts, which determine your staffing level, which defines your operating budget, from which you can generate pro formas (financial projections) and determine your projected cash flow.

Form your key teams: founders, management, and directors. Before developing your formal business plan, you must make sure you have put together a solid management team. If there are any holes in your team at this point, they should be filled. The rough business plan you developed in

Level IV should help you to attract top talent to your company. In addition, it will help you to build a strong board of directors or board of advisors. Finalize your financing needs and create your formal business plan.

Starting with the rough business plan, put together a full-fledged formal business plan. A business plan should convincingly demonstrate that your business can sell enough of its product or service to make a satisfactory profit and be attractive to potential backers. This is the document you will use to secure the financing you need to get your business off the ground. It will also serve as an operating manual for your business once it's been funded.

Develop a marketing strategy to obtain financing for your company. I'm not talking here about the marketing strategy to sell your product or service, but a strategy to sell yourself and your company to financiers in order to raise the capital that your business needs.

Market your plan successfully, attracting capital on your terms. Once you've developed a strategy for approaching financing sources, you must make use of the negotiating tools that will give you an inside edge on the competition and enable you to attract capital on your terms rather than just on your investors'.

Market your product/service and manage your business to achieve your goals. The last step in the process involves the ongoing management and marketing of your business. Getting a company started is only half the battle. Once you're in business, you will need strong management tools and marketing skills in order to make sure you stay in business.

Each step, executed in order, builds a solid foundation for the steps that follow. By progressing in this manner, rather than using the typical haphazard approach, you begin to gain the needed experience.

## **"10 Tips For Better Web Sites"**

What are the secrets of the super sites? Why do some sites succeed while the majority of others fail? More and more Internet business owners are asking themselves these questions. The answers are frequently more obvious than you may think. Below are 10 tips for better, more successful web sites.

### 1. Build It For Speed

It's a fact of modern life - people are in a hurry. Nowhere is that more true than on the Internet. It seems that no matter how much the technology improves, nothing is ever fast enough. In fact, several studies indicate that the fast technology advances, the faster people expect things to be.

So what does this mean for your website design? It means that you have between 10 and 30 seconds to capture your potential customer's attention. If they can not at least begin to read about your product in that much time, they will be headed elsewhere. To minimize your load time, keep graphics small. Compress them where possible. Use flashy technology (Javascript, Flash, Streaming Audio/Video, animation) sparingly and only if it is important to your presentation.

### 2. Target Your Market

Know who your market is and make certain that your site caters to their needs. It is critical that your site reflect the values of your potential customers. Is your market mostly business professionals? If so, the site must be clean and professional. Is your product aimed mostly a teenagers and young adults? Then your site could be more informal and relaxed. The key here is to know your market and build the site to their preferences.

### 3. Focus The Site

Make certain your web site is focused on the goal, selling your product or service. A site offering many unrelated products is not necessarily unfocused, but this is often the case. If your business does offer many products, dedicate a unique page for each instead of trying to sell them all

from one page. Upselling or cross selling is vital but don't dedicate so much to it that the customer feels caught in a bait and switch. Make mention of other products but do so subtly.

#### 4. Credibility Is Crucial

The most professionally designed site won't sell if your customers don't believe in you. The impersonal nature of the Internet breeds a certain level of mistrust. For your web site to be successful you must overcome this tendency.

A clear privacy statement is one way to build your credibility. Every commercial web site should have a privacy statement posted on line. Provide a prominent link to your privacy statement from every page on the site as well as from any location that you are asking your visitors for personal information. Provide legitimate contact information on line. Your contact information should include an email address, mailing address, phone number and a fax number, if applicable. If you are unwilling to provide this information to your customers, how can they trust (or buy from) you?

#### 5. Offer A Guarantee

Offer an ironclad, no exceptions money back guarantee. This item is really a credibility issue but it is important enough to warrant its own mention. What better way to establish your customer's trust than to eliminate any risk for them? If the customer sees that you are willing to assume all of the risk, they will immediately be more inclined to trust you.

## 6. Make Payment Easy

Offer a variety of payment methods for your customer. If you don't currently take credit cards, start immediately. You can either set up a merchant account or use one of the many credit card clearing houses. Take checks on line. Provide an address for those who prefer to pay by cash, check or money order. Make sure the payment process is clear, easy to access and intuitive to use. Eliminate as many steps as possible. Do not ask for any more information than is necessary to complete the transaction. Nothing frightens a customer off faster than feeling that their privacy is being invaded.

## 7. Simple Navigation

Make site navigation easy and intuitive. While it may be artistic to make your index page all black and hide the link to continue, will that generate business? If your customer can not navigate your site to find what they want, they will go elsewhere. Limit the choices and direct your customers through a sales process.

## 8. Consistency

Make sure the site is consistent in look, feel and design. Nothing is more jarring and disturbing to a customer than feeling as if they have just gone to another site. Keep colors and themes constant throughout the site.

## 9. Design for indexing

85% of all web users find what they are looking for via the top search

engines. Make sure that your page is designed to maximize your placement. Focus on your keywords and keyword density but don't sacrifice your message. Utilize the meta tags keywords, description and title. Use your keywords when naming your pages.

#### 10. Content is (still) king

Good content sells product. Ask yourself the following questions. Does your copy convey the message you wish to get across to your visitors? Is it compelling? Does it lead your visitor through the sales process? Have others review, critique and edit your copy to insure it is delivering the intended message. Always double check your spelling and grammar. Implementing the ten steps above probably will not make your site as successful as Yahoo or Amazon overnight. If they are implemented correctly and integrated into an overall web site design and marketing campaign, you should see a marked improvement in the site's traffic and sales.

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Tony L. Callahan, is a successful Internet Promotions Consultant with more than twenty years of industry experience and is president of his own Internet marketing company, Link-Promote. He also publishes Web-Links Monthly, a newsletter full of tips, tricks, tools and techniques for successful web site promotions. To subscribe, send e-mail to: [Web-Links-subscribe@topica.com](mailto:Web-Links-subscribe@topica.com). For an online archive of Tony's articles available for reprint, visit: <http://www.link-promote.com/articles>

## **10 Ways To Form Lasting Customer Relationships**



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A profitable business starts and ends with the customer. By placing the customer at the center of all your thinking you create an environment which fosters long term success. A key component of success lies in your ability to generate repeat and referral business, and a sure way to do this is by forming lasting relationships with your customers.

Here are 10 things you can do:

1. Set yourself apart from the competition. Give your customers something they can't get elsewhere. This is your niche on the Web. Make your niche something of real value over time and people will come back again and again.
2. Don't waste time on activities that can be automated. For instance, let your email program filter and route your incoming messages automatically, use a template to build new pages for your site, etc. Automation frees up your time so you can concentrate on the important stuff - your customer.
3. Eliminate the time you spend you on non-productive tasks. For instance, unsubscribe to newsletters your never read instead of deleting them each time. Handle paperwork one time and then file it instead of stacking it in a pile. All these little things add up to lots of wasted time that could be spent on your customer.

4. Concentrate your efforts on marketing to the people that need your service. Start by auditing your marketing and sales data to find out how and why a sale is made. Eliminate or change marketing strategies and services that don't serve the needs of your customers.

5. Respond to email quickly. Response time should be under 24 hours. By responding quickly you send the message that your customers are important and you are genuinely interested in meeting their needs.

6. Follow up on sales orders. Make sure your customer is thoroughly satisfied with their purchase and offer additional services related to their purchase.

7. Give refunds promptly and unconditionally.

8. Ask your customers to fill out a survey so you can better understand their needs. Offer a valuable freebie or a discounted service for participating. This strategy establishes a dialogue between you and the customer and helps determine the direction of your business.

9. Publish a newsletter. Give your subscribers valuable tips and information they can't get anywhere else. Offer subscriber-only discounts and freebies.

10. Make your site easy to navigate. Customers value their time and appreciate finding what they want quickly and effortlessly.

Imagine every customer as a real person standing in front of you. What are his needs and how well are you addressing these needs? Let this image guide you in all aspects of your business and you'll discover hundreds of ways to form lasting customer relationships.

Article by Brett Krkoska. Brett's site has helped 1000's find home-based work options. For FREE home business startup assistance visit <http://www.homebiztools.com>. Too busy to visit? Subscribe to Work At Home E-News! It's Fresh, Original, and Free: <mailto:enews@homebiztools.com>

## **Top 10 EASY Ways to Spruce Up Your Web Site**

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1. ADD SOME NEWS - <http://www.isyndicate.com>

You can easily integrate headline links into your site with Isyndicate

Express. Choosing from the wide variety of content available, you can serve up headline news, sports, health advice or daily horoscopes.

2. ADD A MAILING LIST - <http://www.topica.com>

Get a buzz going on your site with your own mailing list. Start your own mailing list using Topica's FREE and easy to use management tools.

3. GET A CHECK UP - <http://www.netmechanic.com>

Use these free maintenance tools to check your links, check your HTML coding, reduce GIFs, check your load time and browser compatibility.

4. ADD A SEARCH TOOL - <http://www.freefind.com>

Now you can add search capabilities to your site without having to know how to spell CGI. It's easy to set up and they'll email the HTML to paste into your Web page.

5. ADD YOUR OWN WEB EMAIL SERVICE - <http://www.zzn.com>

Take about 15 minutes and get your own Email Service. ZZN(sm) lets you offer free E-mail addresses on your Web site. Easy to setup and customizable.

**6. PUT YOURSELF ON THE MAP - <http://www.mapquest.com>**

MapFree is a FREE service from Mapquest.com. You may use up to 25 map GIF images on your Web site. Show your customers how to get to your business with a map on your site.

**7. ANALYSE YOUR TRAFFIC - <http://www.hitbox.com>**

Add the leading Web Site analysis tool to your site. Get access to over 400 real-time stats on your site. Hitbox makes it easy to get all the information you need on your site's traffic.

**8. TONS OF STUFF - <http://www.hyperbanner.net>**

Three categories (Promote, Enhance and E-Commerce) of web site enhancements. Add games, searches, banner exchange, affiliate programs, site stats and much more.

**9. ADD A QUIZLET - <http://www.beseen.com>**

A great tool to find out what your visitors really think. Fully customizable and FREE, Quizlet is easy to install and requires NO programming.

**10. ADD A REFERRAL SERVICE - <http://www.letemknow.com>**

A referral form that is easy to set up. You don't need to know a thing about CGI scripts, and you can have it up and running at your web site in minutes. Take advantage of this high tech way to add word of mouth advertising to your site.

About the Author:

Kate Schultz is the Publisher of E-ZineZ: the E-Zine about E-Zines. Visit E-ZineZ at <http://www.e-zinez.com> for how-to help for your email newsletter. To subscribe send an email to <mailto:join-ezine-tips@sparklist.com> with SUBSCRIBE in the BODY.

## **15 Places To Find Your Next Info Product Idea!**

1. Online Bookstores- Write an info product about a subject that relates to one of their bestsellers or one that has an excellent review.
2. Affiliate Program Directories- Find some highly rated info product affiliate programs and write some- thing similar.
3. Newspapers/Magazines- Find top stories or topics that are probably going to be headlines for awhile and create a related info product.
4. Television- Check out news channels, talk shows, and documentaries to find your next info product idea.
5. Search Engines- Type in a keyword phrase that relates to your topic and write an info product base on some of the highest ranked web sites.
6. Discussion Boards- Create an info product based on which questions are being asked and what topics are being discussed.
7. E-zines- Subscribe to e-zines that are related to your writing preference.

You will get ideas from the articles and even the ads.

8. E-mail Discussion Lists- Follow the discussions that seem to go on for a few days, they are usually good ideas for info products.

9. Free eBook Directories- Download and read free ebooks to get ideas for your next info product. The ebook's ad can also give you good ideas.

10. In Your E-mail Box- Read the spam, solo ads, and opt-in ads you get in your e-mail box. They may give you a good idea.

11. Newsgroups- Most newsgroups are full of ads or they're dead these days, but once in awhile you'll find a good discussion. Use them to get an idea.

12. Books- Reading books can give you many ideas. It could be a full book, the summary on the back of a book, the table of contents, etc.

13. Radio- Listening to the radio online or offline is a simple way to get good ideas. There is the news, talk shows, experts being interviewed, etc.

14. Movies- Relax and watch a movie at home or in the theater. Seeing a subject that is totally off topic can trigger a good info product idea.

15. Article Directories- Read plenty of online articles. You could convert one simple idea from an article into a superb info product.

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## **10 Ways To Sell Your Products At Warp Speed**

1. Give your potential customers a bonus that will actually pay for their purchase. It could be money saving coupons, an affiliate program, etc.
2. Sell a lead in product for super cheap, even if you lose a little money. If people like it, you have a greater chance to sell your higher price product.
3. Give people a free version of your product. If it does what you say they, will pay for the up-grade or deluxe version to get more benefits.
4. Ask your visitors outcome questions in your ad copy like: "Where do you want to be financially the next two years?" This'll persuade them to buy.
5. Give your product away for free to people that will agree to influence your target audience to buy it. It could be experts, famous athletes, actors, etc.
6. Specialize your product or service if you have too much competition. If you're selling an advertising book, rewrite part of it and target it just to pet businesses.
7. Make your sales letters or ads sound like it is common sense to buy your product. For example: "Everyone knows you can't make money..."
8. Make sure your ad copy sounds like you know what you're talking about. If people sense you or your business doesn't, they won't buy.
9. Load your ad copy up with tons of benefits and bonuses. People will



think and feel like they are getting a lot for their money if they buy.

10. Assume your potential customer is going to buy. For example: "Dear Future Millionaire". They will want to buy in order to feel that way.

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## **10 Ways To Sell Your Ad Space Like Crazy!**

1. Give your customers a discount when they spend over a certain dollar amount for ad space. You can also apply this tip to the amount of ads they buy.
2. Offer your customers a free bonus for renewing their ad order. It could be an ebook, special report, online utility, etc.
3. Sell advertising space between your content. You just break an article in half and insert the banner or classified ad between it.
4. Write content that's tailor made to mention and relate to the product your customers are advertising. This is more work but, you'll sell a lot of ads.
5. Tell your customers when they buy an ad you'll also add it to your free ebook and message board for free.

6. Offer to endorse the product your customers are advertsing before or after their ad. In all honesty, you would have try out the product first.
7. Write a review for your customer's product to place under their ad. This is similiar to a testimonial or endorsement but more in-depth.
8. Offer a buy 2 ads and get 1 free deal. With the slow econmy and advertsing sales, most businesses are bound to be looking for a good ad deal.
9. Give your customers a ton of free bonuses when they buy ad space. It can be submission software, an ebook full of advertsing or copywriting tips, etc.
10. Guarantee your customer's advertsing results. If they don't like the traffic they recieve, give them a refund or another ad for free.

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## **10 Ways To Make Money With Information!**

1. Provide free, original content on your web site or in your e-zine. You can make money from people who want to advertise.
2. Charge a fee for your web site's content or e-zine. You could charge a one time fee, monthly fee or a yearly fee.

2. Bundle your content together in an e-book format. You could sell it as a download, on a disk or on a cd-rom.
3. Publish a free e-book that other people could give away. You could make money by advertising your other products in the ebook.
4. Sell the reprint rights to your information product. You could sell the rights to resell it and the rights to resell the reprint rights.
5. Charge a fee for your advice or expertise. Send it out via e-mail. You could charge a one time fee or a monthly fee.
6. Ask for money to keep your information free. Try to set up some kind of donation fund. This only works if you have a loyal audience.
7. Offer people part of your information for free in return for them agreeing to buy in the future. Ex: "2 FREE eBooks If You Buy Just 1 In A Year"
8. Give part of your content or e-book away as a free sample. Advertise the whole ebook inside the free e-book. If they like the sample they will buy.
9. Write articles and submit them to e-zines and web sites. You could charge businesses for mentioning their web site in your articles.
10. Summarize and link to other content online. You can make a membership site, ebook or report out of them. Just get the copyright holders permission first.

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## **10 Ways To Kick Start Your Sales!**

1. Find a strategic business partner. Look for ones that have the same objective. You can trade leads, share marketing info, sell package deals, etc.
2. Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or web sites for republishing.
3. Start an auction on your web site. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders.
4. Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure.
5. Model other successful business or people. I'm not saying out right copy them, but practice some of the same habits that have made them succeed.
6. Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results.
7. Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc.
8. Ask people online to review your web site. You can use the comments you get to improve your web site or you may turn the reviewer into a customer.

9. Out source part of your workload. You'll save on most employee costs. You could out source your secretarial work, accounting, marketing, etc.

10. Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it.

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## **10 Ways To Keep Your Sales Above Water!**

1. Sign-up to win web site awards. When you win, some award sites publish your web site link, name and description on their site.

2. Join online business associations or clubs. If you join, they will usually list all their members on their web site. It will give your business extra exposure.

3. Utilize a simple form of viral marketing. Write or have someone else write a small report with your ad included on it and allow others to give it away.

4. Improve your business by promoting customer feedback. Tell them you want their honest opinions about your business, good or bad.

5. Design your packaging so it sells your products. Utilize colors and lettering that make your product more attractive to your prospects.
6. Compare your product's guarantee to your main competitors. Find a niche where you can design your guarantee to be more powerful.
7. Try not to assume your audience understands everything in your ad copy. If you have words they may not know the meaning to, define them.
8. Build alliances with other online businesses. You could trade links or ads, create joint venture deals, cross promote your products, etc.
9. Design your web site to be a valuable resource for people. Include original content, links to other interesting web sites, ebooks, software, etc.
10. Compete with the highly branded businesses by practicing good customer service, strong product quality and speedy service.

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## **10 Ways To Convert A Visitor Into An Affiliate!**

1. Make your affiliate program free to join. This also means without having to actually buy the product or service.

2. Give them a no cost bonus to join. It could be a free ebook, e-report, software, etc. The bonus should be closely related to the product or service.
3. Offer them 50% commission or more. People have been branded their whole life that 50/50 is a fair deal.
4. Limit the number of affiliates you accept. People will feel like they have a better chance to earn more commissions without a lot of competition.
5. Remind your visitors that they can become an affiliate then buy your product. They will receive a discount and receive commission.
6. Flash your affiliate program offer in front them repeatedly. Persuade them to subscribe to your ezine and place your offer on every page of your site.
7. Explain to your visitors it's a limited timed offer. Tell them that after you reach a certain number of affiliates, it will cost money to become an affiliate.
8. Publish testimonials and endorsements from your affiliates. Your offer will be extra effective if they are from well known people your visitors respect.
9. Show your potential affiliates a picture of a large actual check you paid one of your tops affiliates. It could also be one of their actual stat pages.
10. Ask your potential affiliates questions that will persuade them to sign up like: "Would you like to be able to retire before you're 40?"

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## **10 Unstoppable Tactics For Ensuring Extra Sales!**

1. Publish testimonials for your free stuff. It would increase their value and if they're viral marketing tools, you'll have more people giving them away.
2. Give your visitors a good time so they will visit your web site again. Use a few jokes, humorous graphics and funny stories.
3. Make money from web sites that don't have an affiliate program, by doing a joint venture. Set up the affiliate program through a third party for them.
4. Build rapport with your potential customers by teaching them something new. Provide them with free ebooks, articles, tips, courses, etc.
5. Allow your visitors to collect things from your web site so they will stop back again and again. It could be a series of software, ebooks or articles.
6. Keep each page of your web site consistent or similar. Use similar text fonts, colors, graphics and background on every page.



7. Build a popular directory of freebies. It will draw tons of traffic to your web site and you can request that submitters place your link on their web site.

8. Create traffic generators that people can add to their site without doing all the work. It can be an article directory, freebie directory, web tool, etc.

9. Challenge your visitors to buy your product or service. People love a good challenge. Tell them if they can find a flaw you'll give them a refund.

10. Form a strategic alliance with other related but non-competing businesses. You'll be able to beat your competition by selling to a larger audience.

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## **10 Rarely Used Bonuses That Can Triple Sales!**

1. Announcement Alerts - Give customers e-mail alerts about critical information or product releases before your non customers find out about it..

2. Discounts - Allow your customers to get lower prices on your products

and other related products other businesses sell.

3. Expert Call Ins - Set up a date and time when your customers can call up and talk directly with experts that are related to your industry.
4. Private Invitations - Give your customers private invitations to customer events that non customers cannot attend.
5. Online Rolodex - Compile a list of web sites or online contacts that are related to the product. You could publish it on CD-ROM or on the web.
6. Archived Information - Bundle together some older information that's no longer available. It could be e-zine back issues, articles, transcripts, etc.
7. Mentor Program - Give your customers unlimited consulting with their purchase. Allow them to contact you by e-mail, phone, fax, in person, etc.
8. Audio/Video E-zine - Give customers an upgraded version of your e-zine in online audio or video format. Non-paying customers could only get it in e-mail.
9. Freebie Announce Board - Offer your customers a message board where they can announce freebies they offer from their web site.
10. Barter Discussion List - Offer your customers the option of joining a barter email discussion list. They can barter goods and services with others.

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## **10 Profitable E-zine Joint Venture Ideas!**

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.
6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.
7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.
8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.
9. You could offer an e-zine publisher the option of you publishing their

e-zine in return for them running your ad.

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

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## **The 10 Essential Ingredients Required to Start a Serious Online Business**

If you are considering whether to start an Online Business, listed below are 10 essential ingredients needed, do you have them all?

### **1. \*Equipment\***

Yes I realize this appears pretty obvious, but I have come across people who have not really thought this out thoroughly, in order to get an Internet business of the ground you need as follows:

a) A computer (make sure this is not one that the kids can get hold of).

b) Reliable Internet Access via a modem, ASDL or ISDN.

c) Telephone and or Fax.

2. \*Desire\*

\*If you want something enough you will do almost anything to get it\* You need to be filled with adrenalin and excitement for your ideas to succeed.

3. \*Motivation, Dedication and Persistence\*

Trying to get an Internet business off the ground will certainly test your determination. You need to be able to keep going even when the going gets tough.

Would YOU give up if:

Your web site suddenly self destructs?

Your visitors evacuate in droves?

You lose money due to some unscrupulous dealings?  
(Not on your part I hasten to add)

Someone steals your business ideas and web site design?

You receive a stream of complaints?

You suddenly get a bad dose of flu?  
and many more problems that you are sure to encounter.

#### 4. \*Time\*

You certainly can earn a modest extra income working weekends and the odd evenings, but to realize a greater profit and to be able to rely on your Internet Income to become your main source of income, you will need to dedicate a great deal more extra time especially in the beginning when you are trying to get your ideas off the ground.

#### 5. \*A Product or Service to Sell\*

You need to develop a product or service for a niche market, this can be by way of your own product or service or you can sell as an affiliate for other Merchants, who will pay you commission on the volume of sales that you make.

#### 6. \*A Business Plan\*

Even if you do not need to borrow money to fund your business it is always a good idea to put together a business plan, so that you can track whether your purchases and sales are following your plan to make profits or whether you will have to re-think things through.

If you do need outside funding for your business you will need to include in your business plan such things as -

Sidebar-----

Please note the following is for professional businesses that require

outside funding but it is still a good idea to prepare a cut down version of a business plan to find out if your idea will bear fruit in way of profit - Also it is quite common for new businesses to lose money in the first year, break even in the second year and head for profit in the third year  
End sidebar -----

a) Details about yourself, your product, the type of people that will be interested in your product and how you will go about marketing your product or service.

b) Projected Profit and Loss Forecast - this should include your estimated sales less all estimated purchases, utility charges, labor costs, packaging, delivery, office space charges, interest charges on any loans etc. (A one year forecast should suffice)

c) Projected Cashflow Forecast - this should include the money you expect to receive in, each month less all expenses out for the month. (Again a years cashflow should suffice)

d) Projected Balance Sheet - this should include the values of ALL your asset's and sales less ALL of your liabilities such as outstanding loans, tax bills, Hire Purchases, the balance outstanding from your bought ledger etc.

e) (For Outside funded businesses only) A trial balance sheet - this proves that your figures do in fact actually add up (not necessary for a small home business).

Any good accountant can prepare all of these figures for you from figures you provide. Also it is just worth mentioning here that Banks, Loan Companies and Business Enterprise schemes are well aware that all figures are guestimate, but it proves to the source that you have in fact thought out your business ideas thoroughly.

#### 7. \*A Domain Name and Web Site\*

Even if you are selling on behalf of Merchants as an affiliate, you will need your own domain name and web site to be taken seriously.

#### 8. \*Capital\*

Depending on what it is that you want to achieve you will need anything between \$200 up to a few thousand dollars available to you for your web site, product or service development, to purchase your Affiliate Products (I am a great believer in testing anything you intend to resell, so that you know the benefits and any flaws of the product or service you are selling) and a small or large monthly advertising budget.

#### 9. \*Online Marketing Knowledge\*

It is advisable to read everything you can get your hands on relevant to Internet Marketing, visit our web site regularly and read up on everything in our marketing section and you will also find valuable content within the other pages of our site.



## 10. \*Contacts\*

Build your own contact database either by joining Opt In Email programs or by publishing your own Ezine and adding subscribers by all the methods that are available to you (without SPAMMING).

I hope the above has given you some idea of what to do to start an online business. If it is only a little extra income you require each month then you do not have to take my suggestions too seriously, but if it is financial security and freedom that you are after, you must enter into an online business in much the same way as an offline business. There really are NO GET RICH SCHEMES, not honest ones anyway:)

Simon Baxter is a marketing consultant and reviewer both online and offline. He is a peoples man and derives great pleasure from helping people reach their goals. His web site \*Affiliates Resource Center\* helps affiliates to do just that. <http://www.netincomesite.com>

## **10 Everlasting Profit Generators!**

1. Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one.
2. Allow your visitors to decide how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly

sell.

3. Create an extra revenue stream with your web site's articles or content. Publish the first paragraph of each article and charge people to read the rest.
4. E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they get a percentage of the profits.
5. Find a tiny niche for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be extra specialized to attract new subscribers.
6. Test your ads by using autoresponders. You can have people e-mail your autoresponders to get more information and you just check your traffic reports.
7. Create credibility and trust with your visitors by telling them something they already know. They'll know for sure you're not lying to them.
8. Make residual income from your customers by selling back end products. If you don't have any, you could sign up to related affiliate programs.
9. Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mail so you could redirect them to a web link.
10. Create an extra income from your web site by charging for consulting. The consulting should be related to your web site's theme.

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## **10 Effective Ways To Enhance Your Ad Copy**

1. You could ask your reader questions through out the ad copy. They will answer the questions in their own head as they read your ad copy. The questions you ask should persuade the reader into buying.
2. You could change the size of your text on your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will standout.
3. You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product.
4. You could highlight keywords through out your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc.
5. You could bullet or indent your benefits on your ad copy. Must people won't read a whole ad copy, so make your products benefits standout and you won't lose the sales from all the skimmers.
6. You could add some sub headlines on your ad copy. Sub headlines act just like headlines; they grab the readers attention. They'll keep the readers interested as they continue to read your ad.
7. You could raise or lower the price on your ad copy. A higher price

could increase the perceived value of your product and a lower price could lesson your product's value.

8. You could add proof of results on your ad copy. You should include testimonials, facts, endorsements, statistics, test results and case studies to prove your product's claims.

9. You could add special offers on your ad copy. It's usually easier to sell the offer than the product. You could use discounts, free bonuses, volume sales, etc.

10. You could eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary.

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## **35 Killer Business Boosters**

**by Larry Dotson**

- Stop procrastinating and start finishing all your business tasks. Do one at a time. Do not get caught up thinking that you can never get them all done.
- Organize your marketing and advertising into a plan. Create a list of daily, weekly, monthly and all other future promotional plans.

- End your slow sales periods by planning ahead. Plan to add extra bonuses, hold a sale or package your product with other products.
- Hire a business coach to help improve yourself and business. They could help increase your sales, motivate you, balance your workload, etc.
- Improve your negotiation skills. This'll improve your business because you're always negotiating ad swaps, supply prices, joint ventures, wages, etc.
- Attend trade shows and seminars that are related to your specific industry. Pass out business cards or brochures about your business.
- Speed up your internet access. You can get your online business tasks done faster which will help you stay ahead of your competition.
- Stay away from being too comfortable with your income or life. You should always be making new goals for yourself and developing new sales ideas.
- Stay away from becoming a workaholic. Your mind needs time away from your business life. This will help your brain think clearly while working.
- Create and follow short/long term goals for your business. The short goals can create early success and the long term goals can create future success.
- Look for different ways to prove your business and products to your audience. You could collect testimonials, hold surveys, do scientific tests, etc.
- Try new business ideas and strategies. Do not be afraid of changing what you're doing. You could try out technology, advertising, marketing, etc.

- Find a strategic business partner. Look for ones that have the same objective. You can trade leads, share marketing info, sell package deals, etc.
- Create a "PR" web page for your business. List information that could be considered newsworthy for e-zines, newspapers, magazines, etc.
- Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or web sites for republishing.
- Become well known by speaking or chatting at seminars. The seminars could be held offline, in a chat room, by telephone or via e-mail.
- Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure.
- Model other successful business or people. I'm not saying out right copy them, but practice some of the same habits that have made them succeed.
- Get free advice from successful online business owners. Participate in business chat rooms and message boards to chat with them.
- Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results.
- Outsource part of your workload. You'll save on most employee costs. You could out source your secretarial work, accounting, marketing, etc.
- Pick a good name for your business and product. Your names should be memorable and describe the kind of product your offering.
- Use logos and slogans for your business. They make it easier for

people to remember and identify your business.

- Make your small business look big on the world wide web. Design your web site using professional graphics, ordering systems, organized layouts, etc.
- Advertise your online business by dressing in clothes that are imprinted with your ad. It could be a T-shirt, ball cap, coat, etc.
- Give a percentage of your profits to a cause your customers would like. It could be a charity, school, environmental improvements, etc.
- Take harsh criticism the right way and improve your online business. Don't get down in the dumps, improve the situation so it doesn't happen again.
- Try bartering before you buy services, supplies and equipment for your business. You can use the extra money you save on advertising your business.
- 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.
- Use free advertising as much as possible. Test a wide variety of free advertising options like banner and link exchanges, classifieds, newsgroups, etc.
- 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.
- Compete with the highly branded businesses by practicing good customers service, strong product quality and speedy service.
- Use time saving promotional software. You can automate your search engine submissions, posting to online classified sites, etc.

- Invest a percentage of your profits right back into your business. Spend it on marketing, product improvement, customer service, advertising, etc.
- You'll save money buying your business supplies in bulk quantities. You could get a membership at a wholesale warehouse or buy them through a mail order wholesaler. Buy the supplies you are always running out of.

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## **13 Ways to Intensify Your Business Credibility**

**by Larry Dotson**

- Offer free advertising space to well known and respected companies on your web site. Sometimes people link their business credibility to yours.
- Make your visitors feel comfortable at your web site. Give them your main business address, your visitors may not trust you if you're using a P.O. box.



- People have been taught all their life to respect people in authority. Tell your visitors that you are the president or CEO of your business.
- 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.
- Create a positive online image. Tell your visitors about fundraisers you have sponsored or that you donate a part of your profits to charity.
- Make your testimonials more powerful. You can include pictures, hand written signatures and contact information with each testimonial.
- Offer something that is really free. If people go to your site and what you said was free really isn't, you'll lose their trust and they won't buy anything.
- Let people know anything about your business history. They'll feel more comfortable if they know who they are buying from.
- Enter to win awards for your web site. When you display the award graphics on your web site it will increase your credibility and professionalism.
- 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.
- Give your business and products credibility by linking to web sites that have written positive stories about your business.
- Join online business associations. Most will give you a membership graphic to put on your web site which will give your business extra credibility.

- Create credibility and trust with your visitors by telling them something they already know. They'll know for sure you're not lying to them.

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## **43 Phenomenal Ways to Improve Your Customer Relations**

**by Larry Dotson**

### **Business to Customer Relations**

- Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product.
- Solve your customer complaints by being quick and friendly. The faster you respond, the more your customers feel you care about them.
- Lower your negative word of mouth marketing. You'll always have customers that are dissatisfied. Try to please them as much as possible.

- Please your complaining customers. You can refund their money, give them a discount, give them a free gift, solve the problem quickly, etc.
- Never think your customers are satisfied with their purchase. You should be constantly finding new ways to better your product and service.
- Attract a lot more customers by giving them clear ordering instructions. Give them all the information they need so they can complete their order easily.
- Email each visitor a satisfaction questionnaire after they purchase. This will allow you to improve your order system, customer service, site, etc.
- Remind your visitors that you're human not just a web site. You could publish information on your family life, a picture of yourself, a profile, etc.
- Provide a "Contact Page" on your web site. Give your visitors as many options to contact you as possible. This'll add credibility to your business.
- Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them out to dinner or give them free products.
- Invite your customers to company meetings, luncheons, workshops or seminars. Create special events for your customers like parties, barbecue's, dances etc. Make a point for yourself and your employees to interact with them at these event to get valuable feedback for your business.
- Give your visitors tons of choices so they don't get the feeling of

being controlled. Offer them a variety of ways to order, contact you, navigate, etc.

- Make your visitors feel good about themselves by giving them compliments. If they feel good they will also feel good about buying from your web site.
- Create a long term relationship with your entire customer base. You can stay in touch with them through an e-zine, with greeting cards, etc.
- Improve your business by promoting customer feedback. Tell them you want their honest opinions about your business, good or bad.
- Answer all your e-mail messages as quickly as possible. Nothing will lose a sale quicker than not responding to a prospect in time.
- Encourage your customers or visitors to e-mail you questions about your product or web site. Just include your sig file with your reply.
- 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.
- Ask your customers what they would like to see offered by your business in the future. This type of information can boost your sales.
- Interact with your online customers on a regular basis. This'll show them you care about them. You could use a chat room, forum or message system.
- Try out new technologies that make it easier to communicate with your customers over the net.
- Remember your customer is always right, even if they are not. Resolve all conflicts quickly and painlessly. They are the lifeblood of your business.

- Create a bond with your visitors by bringing up likes or dislikes you have in common with them in your ad copy. Just make sure you do your research.
- Send greeting cards offline or online to customers on holidays. You'll get the chance to increase your orders by including your ad inside the card.
- Follow-up regularly with all your prospects and current customers. When people see your ad more than once they are more likely to buy.

### **Product to Customer Relations**

- Offer your customers back-end products. It is easier to sell to existing customers. If you do not have a back-end product, join an affiliate program.
- Sell your backend products to your customers right after they order. Take them to a "Thank You" web page that includes other products you sell.
- Keep your product available to your customers at all times. If you have to backorder it, they may end up canceling their order.
- Get your visitors excited about your product by letting them know how excited you are about it. Tell them why you're excited and use exclamation points.
- Allow your customers to get part of your total offer right after they order. If you have to ship the item, make one of your bonuses available online.
- Offer a free trial of your product for a set period of time. Don't charge or bill them until they decided to buy it. This'll take away any risk they have.
- Create new products or services only if there is a strong need for

them. You won't have anyone to sell them to if you don't have a market.

- Sell a few products on your web site instead of selling a large amount of products. Too many choices can overwhelm your visitors and they won't buy.
- Give away your products to a group of your customers. Ask them to use and review the product. Ask them to fill out an evaluation form and send it back. Some customers may fill them out, some may not, but the feedback you do get will be valuable.

### **Customers Incentives**

- Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, free gift wrapping, etc.
- Give visitors a freebie for filling out your online survey or they usually won't. Surveys will give your business valuable intelligence for your business.
- Give your new customers surprise free gifts. This will increase their loyalty and give you more word of mouth advertising.
- Keep your loyal customers happy because they are your future profits. Give them discounts and free gifts as often as possible.
- Give your customers a surprise bonus for buying. When you give customers more than they expect, there is a good chance they will buy from you again.
- Use incentives to gain referrals if you don't have an affiliate program. Tell people when they refer customers you will award them with free products.
- Give customers a discount on their total order to increase sales. You

could give them a discount for ordering over a set dollar or product amount.

- Make your customers get excited about your business and they will tell their friends. Give them a free vacation certificate, a coupon, etc.
- Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc.

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## **20 Possible Reasons Why Your Business Is Failing!**

**by Larry Dotson**

- You don't offer free original content.
- You don't use a signature file on your e-mails.
- You don't offer free software.
- You don't have your own domain name.
- You don't offer a free contest or sweepstakes.
- You don't test and improve your ad copy.

- You don't offer a free web site directory.
- You don't give people any urgency to buy now.
- You don't offer a free e-zine.
- You don't attract the target audience that would buy your product or service.
- You don't offer a free community.
- You don't let people read your ad before they get your freebie.
- You don't offer a free affiliate program.
- You don't make your web site look professional.
- You don't offer a free online service.
- You don't give people as many ordering options as possible.
- You don't offer free current information.
- You don't let people know anything about your business.
- You don't offer free samples of your product or service.
- You don't make people feel safe and secure when they order.

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## **40 Sure-Fire Exchanges with other Webmasters and**



# Marketers

by **Larry Dotson**

- Trade content with other ezine publishers or web sites. This is a powerful and effective way to place your links other targeted web sites.
- Exchange classified or sponsor ads with other free e-zine publishers. If there is a huge subscriber difference between e-zines, one can run more ads to make up for it.
- Persuade visitors to link to your web site. Give them a freebie in exchange for them linking to your web site. It could be content, software, etc.
- Offer to write exclusive articles (that means you only submit them to one place) for high traffic web sites in exchange for a link back to your site.
- Trade links only with web sites that your target audience or yourself would visit. They should offer their visitors valuable content or freebies.
- Team-up with eight to ten other sites to promote the same web site. Just include everyone's products on the web site you are all promoting.
- Give out free web space on your server. Many of your visitors may want to publish their own web site. Just require that they publish your banner ad.
- Design web sites for other businesses for free. Just require them to

publish your banner or text ad somewhere on their home page.

- Allow other related web sites that don't have a chat room to link to yours. They'll get use of a free chat room and you'll draw extra traffic to your site.
- Create your own web ring. You will gain highly targeted traffic to your web site and others will link to your site because they'll want to join the ring.
- Joint venture with your competition if you can't beat them. You could agree to work together and beat the other competition then share the profits.
- Combine your products or services into one big package deal with other businesses offerings. You could share a web site and advertise the package deal; which means double the traffic.
- Start a free-to-join business association from your web site. Just ask all members to place your association logo and link on their web site.
- Create ebooks for other web sites or businesses. You could create them for no charge in exchange for an ad or mention of your web site inside.
- Give away your products or expertise to internet business newbies. Just ask them in return to place your link on their web site.
- Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements.
- You could also trade banner ads, half page ads, classified ads, etc.
- Joint venture your web business with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them.

- Write a tip booklet that is related to your business. Make a deal with an offline store where they giveaway your tip booklet to their shoppers with each purchase. The store you pick should attract your target audience. The store could have something free to giveaway to attract shoppers and you could have your web site ad in the tip booklet.
- Design a printed flyer for your online business. The flyer should include a description of your web site, e-mail address, web address and any other important information. Make a deal with an offline store to have them include the flyer in each bag of products they sell in exchange for free advertising on your web site.
- Make a deal with a computer store to have them display your web site on the computers they display in their store in exchange for free advertising on your web site or in your e-mail newsletter.
- Multiply your marketing all over the internet by creating free bonuses for other business' products. You just include your ad somewhere on the bonus.
- Offer to buy advertising space inside electronic products like ebooks, software, subscription sites, etc. It will be cheaper than print insert ads.
- 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 from each other.

### **10 Things You Should Try To Barter For Before Buying!**

- Information Products - it could be ebooks, "how to" videos, cassettes, magazines, newsletters, paid e-zines, courses, etc.
- Advertising Space - it could be banner ads, ezine ads, ebook ads, magazine ads, newspaper ads, tv ads, fax ads, online classified ads,

etc.

- Web Hosting - you could offer a free advertisement for their web hosting service on your site in return for free or discounted hosting.
- Software - it could be for tax software, web site authoring software, accounting software, newsletter software, graphic design software, etc.
- Writing/Editing - it could be for web site content, promotional articles, press releases, e-zine articles, promotional ebooks, etc.
- Accounting/Bookkeeping - you could offer a no cost advertisement in exchange for their accounting and booking services
- Consulting - it could be market consulting, legal consulting, computer/software consulting, business consulting, etc.
- Copy writing - it could be for brochures, business cards, classified ads, sales letters, product packages, banner ads, promotional products, etc.
- Merchant Accounts - you could offer no cost insert ads in your product packages in exchange for the option of accepting credit cards.
- Internet Access - you could offer a no cost pop up ad on your web site in exchange for free or discounted Internet access.

### **Ideas for Affiliate Programs**

- Give other businesses the option of selling your product. It could be a simple joint venture deal or an affiliate/associate program.
- Create offline affiliates to market your product. Have people sign up at your web site to sell your products through "house parties".
- 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 stats.

- 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.
- Make more commissions off the affiliate programs you join by giving your personal endorsements for the products. They usually pull more sales than ads.
- Instead of starting an affiliate program, start a referral program. Give people discounts and free products for referring people to your site.

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## **20 Ideas to Intensify Your Web Design**

**by Larry Dotson**

- 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.
- Make sure your site looks good in all browsers. You could be losing

sales because it looks distorted in some web browsers.

- Make sure all your web pages load fast or your visitors will leave fast. Time is precious; they won't waste it waiting for your site to load.
- Allow your visitors experience to be an enjoyable one at your web site. Provide easy navigation, good content, fast loading graphics, search options, etc.
- Make sure your graphics load correctly on your web site. Broken graphics will make your business look very unprofessional.
- Avoid using scrolling marquees on your web site. They take the attention away from your ad copy and make your web page load slower.
- Stay away from overloading your web site with high tech gadgets. They can create a slow loading web page and distract people away from your offer.
- Test your web site regularly for ordering glitches, bad links, broken graphics, etc. Those types of errors will make your business look unprofessional.
- Design your web site to be less confusing. Don't use a lot of graphics, links and anything that takes away from your sales message.
- Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product.
- 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.
- Keep your web site consistent. You don't want to keep things on your

web site that are unrelated to the theme of your web site.

- 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.
- Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mail so you could redirect them to a web link.
- Use pop up windows or advertisements on your web site. They grab your visitors attention because they jump right out at them.
- Convert your web site and free e-mail newsletter into different languages. This will increase your over- all target market.
- Test the "bill me later option" on your web site. Most people are honest and will pay you. It is a powerful little niche and could increase your sales.
- 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.
- Make your web site load much faster by cutting down on banner ads and start using more buttons. Button ads are also smaller and take up less space.
- Design your web site to be a targeted resource center. Choose one subject and build on it. You'll gain repeat visitors that are interested in that topic.

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## 21 Ideas to Promote Your Web Site

by **Larry Dotson**

- Create multiple streams of income with your web site. You could sell your own products, join affiliate programs, sell advertising space, etc.
- Join affiliate programs that go with the theme of your web site. You'll just be wasting valuable space and time if your visitors aren't interested in them.
- Check your web site links regularly. After people click on one link, and it doesn't work, they usually won't risk wasting their time clicking on another one.
- Start an e-zine for your web site. When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once which will increase your orders.
- Sign-up to win web site awards. When you win, some award sites publish your web site link, name and description on their site.
- Carry business cards with you wherever you go. Have your web address printed on them. You can hand them out to anyone you meet.
- Think of a domain name for your web site that's easy to remember. If you can't find a good one left, use your actual birth name.
- Position your web site at the top of pay-per-click search engines.



You will only pay your set amount for each clickthrough you get to your web site.

- Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, web site or product.
- Make sure your web host isn't losing your sales. If you get an e-mail from someone that told you that they couldn't access your site, it might be your host.
- Remember to reach out and touch your visitors offline. When your visitors give you offline contact information use it to send them some direct mail.
- Regularly check and resubmit your web site's search engine rankings. They can drop very quickly because of all the competition.
- Create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional.
- Ask people online to review your web site. You can use the comments you get to improve your web site or you may turn the reviewer into a customer.
- Tell people about your site whenever you get a chance. Those people will tell other people and so on. It's a cheap way to multiply your advertising.
- Write and send press releases for your web site. Use a strong headlines, make it newsworthy, and tell the journalist why their readers would like it.
- Write articles and submit them to e-zines, web sites and magazines that accept article submissions. Include your business information and web address at the end of the article.
- Use problems to attract online traffic. Find a common online

problem and use your web site to solve it. People will visit and see your ads.

- Participate on message boards. Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings.
- Give visitors a positive experience when they're at your web site. Provide them with original content and free stuff. They'll tell all of their friends about it.
- Promote your products within the content of your web site. If you write and offer free articles tie in a mention of the product or service you're selling.

1000 Ways To Sell Your E-Information Products just visit: <http://dpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter - visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>

## **39 Strategies to Super-Charge Your Web Content**

**by Larry Dotson**

### **Strategies to Improve Your Web Site Writing**

- Use headlines and sub headlines all over your your web site that will grab visitors attention. It will attract them to explore your web site longer.

- Use content on your web site so people can skim through it easily. Most people have little time so try using lists, short tips, short articles, etc
- Make your web site writing exciting to read. You can use emotional words, descriptive adjectives, highlight keywords with color, etc.
- Spice-up your web site's wording using plenty of adjectives. It gives your visitors a clearer vision of what you're explaining or describing to them.
- Publish your web site professionally. People will get turned off and leave if they see a lot of spelling and grammar mistakes.
- Make your site text easy to read. Most people won't strain their eyes trying to read text that is too small, light or bright.

### **Tips to Improve Your Content**

- Update the content on your web site regularly. You'll want to add new content and update the old content.
- Tell your potential customers that your ordering system is highly secure. Also, reassure them that you take every effort to protect them.
- Tell your visitors exactly what you want them to do at your web site. You may want them to order products, subscribe to your ezine, etc.
- Tell your visitors what's offered at your web site at the very beginning. If people are confused about what's being offered they may leave too early.
- Focus your site on your visitor's desires, not on yourself. They want to know what's in it for them, not that you won an award for your business.

- Make people feel safe when they order. Explain to them you won't sell their e-mail address and all their personal information will be kept confidential.
- Try not to get caught up in loading your site with technological gizmos and gadgets. Concentrate on your words, they will do the actual selling.
- Include content and free stuff on your web site that promote the products you're selling. If they don't read your ads, they may read your offerings.
- Tell people the point or focus of your web site. Explain to them what things they can do or which goals they can accomplish while visiting your site.
- Provide your web site visitors with content they can't read anywhere else. People will stay longer at your web site to read the original content.
- 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.
- Remind your web site visitors they can print out your content. They may browse around your online store while it's printing.
- Tell your visitors what they can avoid by buying your product or service will motivate them to buy. They may want to avoid pain, fear, danger, etc.
- Use text links if your banner ads are not pulling traffic. People don't ignore text links as much as they do banner ads.
- Remind your visitors to promote your web site. Use phrases like; "Refer This Our Web Site To A Friend" or "Link To Our Web Site"

## **Content Ideas to Make Your Site Sizzle**

- Use guest books to improve your web site. Your visitors will leave good and bad comments. Review the comments and use them to improve your site.
- Add a chat room or message board to your web site. People want to interact with other people that have the same interests as them.
- Supply news stories related to your site. People want current news on the topics they are interested in. You could also include new "how to" articles.
- Make your web site ready for the public. Have an "About Us" page and clear descriptions of what actions you want your visitors to take.
- Form an online community. It could be an online message board, e-mail discussion list or chat room. When people get involved in your community they will regularly return to communicate with others.
- Provide a huge online directory of information that your visitors could search. The directory must contain information your visitors would want.
- 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 product or service. All those links can add up to a large amount of traffic for your web site.
- Hold a contest on your web site. Give other web sites the option of offering it to their visitors. This'll multiply your advertising all over the internet.
- Add a directory to your web site. When visitors submit their web site, e-mail them confirming their link has been added and remind them to

revisit.

- Include a FAQ on your web site or via e-mail on an autoresponder. This will give your customers an extra convenience without having to contact you.
- Create a free e-zine directory. You'll attract a lot of traffic from ezine publishers and people that want to subscribe to the e-zines.
- 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.
- Use reward programs to keep people revisiting your web site and buying your products. You could reward gifts or discounts for revisiting or buying.
- Link to web sites that provide useful information or services for your visitors. If you have many useful links on your site, they may make it their start page.
- Give people as many ordering options as you can. Accept credit cards, checks, money orders, and other forms of electronic payments.
- Give your visitors the option of viewing your web site by autoresponder or printing it out. They might not have the time right then to look it over.
- Convert your web site into an ebook. You could offer your ebook as a free bonus for your product or another business' product.
- Start an auction on your web site. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders.

Osgoodby publishes the free weekly "Your Business" Newsletter - visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>

## **93 Ideas to Energize Your Ad Copy**

**by Larry Dotson**

### **10 Tips For Writing A Highly Persuasive Ad!**

- 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 backup your product.
- List how many famous or respected people have purchased your product in your ad. These people should be fairly known by your target audience.
- 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.
- 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.
- List any publications that have written about your business in your ad. It could be a product review, on a top ten list, an article, etc.
- List any related books that you've written in your ad. When you list a book(s) you've wrote, it gives you credibility because it shows you're

an expert.

- 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.
- Publish any endorsements from famous people in your ad. Some people will think if a famous person, enjoys your product, so will they.
- Use a money back guarantee in your ad. This will remove the risk from your potential customers and show them that you stand behind your product.
- Provide testimonials from satisfied customers in your ad. The testimonials should include specific and believable results you customers have received.

### **10 Mind Altering Words That Make People Buy!**

- Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money.
- Use the word "guaranteed" in your ad. People want to be assured they are not risking their hard earned money buying your product.
- Use the word "limited" in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable.
- Use the word "easy/simple" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc.
- Use the word "testimonial" in your ad. People want to see believable proof before they buy your product. It should be reputable and specific proof.



- Use the word "discount/sale " in your ad. People want to find bargains. They could be rebates, one time sales, percentage offers, get one free offers, etc.
- Use the word "free" in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc.
- Use the word "you/your" in your ad. People want to know that you are talking them. This'll make them feel important and attract them to read the whole ad.
- Use the word "important" in your ad. People do not want to miss important information that could effect their life. People will stop and take notice.
- Use the word "new" in your ad. People want new products or services that will improve their life like new information, tastes, technology, results, etc.

### **10 Ways To Make Your Ad Command Attention!**

- Place colorful graphs, pie charts and other charts in your ad copy. Use charts that will grab a persons eye and also support your product claims.
- Highlight buying incentives like free bonuses and money back guarantees. You could place them in boxes or in front of a different colored background.
- Use short sentences or sentence fragments in the body of your ad copy. A short burst of words can catch a skimmers eye with one quick glance.
- Highlight all the important keywords and phrases in your ad copy. You could use bolding, underlining and color to highlight the

important words.

- Place attention grabbing pictures above and within your ad copy. A powerful technique is to use before and after pictures of people using your product.
- Use a headline that catches the attention of your target audience. One of the most effective ways is to use a free offer as your headline.
- Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub headlines.
- Make your products list of benefits and features stand out by using a symbol in front of each of them. The symbol could be a dash, solid circle, star, etc.
- Use sub headlines to break up your ad copy and to capture a skimmers eye. You could make them even more powerful by highlighting them with color.
- Use attention grabbing adjectives to describe your product. For example sizzling, incredible, high power, ultramodern, killer, eye popping, etc.

### **10 Ways To Get Your Ads Or Messages Noticed**

- Do you post to message boards, e-mail discussion lists, classified ads sites, FFA sites or newsgroups? People will usually read the subject line before they read your ad or message, so it's important they get noticed. Below are ten simple, but powerful tips to get your ads or messages noticed.
- Use extra white space creatively in your subject line. You can add extra blank spaces between your words or letters.
- Combine capital letters with lower case letters. Use all capital letters in every other word or use a capital letter between every

other lower case letter.

- Add text symbols in your subject line. You could use them between words and letters. Start and end your subject with a text symbol. ( \*, \$, >, {, ] )
- Begin your subject line with the word "STOP!". People have been trained their whole life to stop what they are doing when they see that word.
- Ask people a question in your subject line. We all went to school and were repetitively branded to answer questions.
- Use the word "FREE" in your subject line. Your offer should be attractive to your target audience. It could be free information, software, trials, etc.
- Begin your subject line with an "online smile :)". People use smiles offline to gain people's attention and to win their trust, why not use them online too.
- Don't use unbelievable claims in your subject line. People have or know some who has been ripped off and trained themselves to ignore those claims.
- Don't use all capital letters in your subject line. It is hard to read, looks unprofessional, and on the internet it's considered a symbol for shouting.
- Test different subject lines to see which ones draws the most traffic to your web site. Also, read the FAQ before posting a message or ad anywhere.

### **10 Psychological Desires To Insert Into Your Ad!**

- Most people like surprises because it's a change of pace from their routine. Tell your prospects that they'll get a surprise free bonus for

ordering.

- Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc.
- Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy.
- Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for them considering your product.
- Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad.
- Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product".
- Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc.
- Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them.
- Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product.
- Most people want to get over obstacles so they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product.

### **10 Persuasive Triggers To Plug Into Your Ad!**

- Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product.

- Most people want to associate with others that have the same interests. Give your prospects a free membership in a private chat room just for them.
- Most people want a clean environment. Tell your prospects that you'll donate a percentage of your profits to help clean the environment.
- Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product.
- Most people need or want new information to absorb. Give your customers a free ebook or tip sheet when they purchase your product.
- Most people want to avoid or end pain. Tell your prospects how much pain and problems they will avoid or end if they buy your product.
- Most people want to gain pleasure. Tell your prospects how much pleasure or the benefits they will gain, if they purchase your product.
- Most people don't want to miss out on a major opportunity that they could regret in the future. Tell your prospects you'll be raising the price shortly.
- Most people want to have good health and live longer. Give your prospects free coupons to a fitness club when they buy your product.
- Most people want to belong to something or a select group. Give your prospects a free membership into your club when they buy your product.

### **33 More Ways To Energize Your Ad Copy!**

- 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.

- Give your visitors compliments in your ad copy. This can earn their trust and put them in a good mood, in return they will be easier to sell too.
- Let people read your ad before they get to your freebie. When you use free stuff to lure people to your web site list it below your ad copy.
- Test and improve your ad copy. There are many people who write an ad and never change it. Make sure you get the highest possible response rate.
- Give people an urgency so they buy now. Many people are interested in your product but they put off buying it until later and eventually forget about it.
- Turn your ad copy into a story or article. Your visitors won't be as hesitant to read your ad and will become more interested in your product.
- Enhance the power of your ad copy benefits by using attention getting words, highlighting keywords, using color, bolding key phrases, underlining, etc.
- Trigger your visitors to buy your products by using colors. You should totally relax and think about which colors would compel prospects to order.
- Repeat the 3 most powerful or appealing benefits throughout your ad copy. Repetition can brand your product's benefits quicker in your prospects mind.
- Make your long ad copy interesting enough so people click through to the next web page. If it's not, they won't take the time to click and read more.

- Try not to assume your audience understands everything in your ad copy. If you have words they may not know the meaning of, define them.
- Save time and money using ad submitters. You will reach a larger part of your target audience far more quickly than by manually submitting your ad.
- Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc.
- Trigger your reader's emotions in your ad copy. Example, if you sell a book on gambling tips, tell them the feelings they'll get when they win money.
- Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you.
- Use the phrase "invest in our product" instead of the words buy or purchase. This makes prospects feel they're investing in their future if they buy.
- Make sure your classified ads don't sound like an ad. Don't ask people to buy anything or they won't click, give something away instead.
- Give your free bonus products extra perceived value. Don't use the phrase "free bonuses" use the phrase "you will also get".
- Test your ads by using autoresponders. You can have people e-mail your autoresponders to get more information and you just check your traffic reports.
- End your sales letter or ad copy with a strong closing. It could be a free bonus, a discount price, a benefit reminder, an ordering deadline, etc.

- Post your ad on free advertising areas on the internet. You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads, free yellow page directories, etc.
- Ask people questions in your ad copy that make them think about their problems. For example: Do you want to be free of your debts?
- 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.
- Never assume people believe the information in your ad copy. You need to back-up all your claims with indisputable evidence.
- Make your ad copy attractive. Your ad should list benefits before the features. Include guarantees and testimonials in your ad.
- Make your classified ads stand out in a crowd. Use all capital letters in the headline, divide letters with extra spaces, add in text symbols, etc.
- Test your ad copy before you start taking orders. Tell your visitors to e-mail you if they want to be notified when you launch a new product.
- Cut out words, phrases, and paragraphs in your ad copy that aren't selling or supporting your product. This will stop people from getting bored with your ad.
- 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.
- 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.
- Change your ads regularly. Your prospects can get bored seeing the



same ad all the time. They usually see the ad 7 times before they actually buy.

- Magnify the size of your prospects problem in your ad; show how your product can solve it. The bigger the problem, the more sales you'll have.
- Motivate people to buy your product. Tell them a lot of positive things like "You can now reach your goals and change your life if you buy our product".

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## **42 Deadly Ad Copy Sins That I've Made**

**by Larry Dotson**

I have read thousands of ad copies online and offline over my lifetime. I have read excellent ad copies that made me buy right away and some that may have had a decent product, but had a poor ad copy that turned me away.

Now that I am in business, I have written some of my own ad copies. Some of them have worked, some of them have bombed. The key is to keep changing and testing your ad copy, don't just write one and then stop. I don't have a college degree in copywriting, but I know to learn from the mistakes and never give up.

Below I've made a list of 42 deadly ad copy sins that I've made over the years and that you can learn from:

- no compelling headline
- no believable testimonials
- no sub headlines
- no attractive benefits
- no features
- no strong guarantees
- no asking or answering questions
- no proof of benefits offered
- no contact information for questions
- no endorsements
- no conversational writing
- too long of sentences
- no deadline to order
- no free trials
- spelling mistakes
- grammar mistakes
- too light of text
- too dark of background

- ad copy doesn't blend together
- no breaks in ad copy
- no bullets
- ad copy in all CAPS
- few ordering options
- no visual aids
- no comparison to competition
- no reminding of benefits or deadlines
- no information about your business
- no appealing adjectives
- no appealing phrases
- too large of text
- too small of text
- no emotional appeal
- too large of paragraphs
- no story telling
- no underlining or bolding of keywords
- too short of ad copy
- too long of ad copy

- no facts or case studies
- hard to understand jargon
- no free bonuses
- too low of price
- too high of price

Don't get me wrong, not all 42 of my ad copy sins will apply to each and every ad you write. It is just a list you can use in the future. If you currently have an ad copy, compare it to the list right now. Your ad copy could make or break your sales.

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## **46 Ideas for Ezine Marketing by Larry Dotson**

### **Intriguing Ideas for Your Ezine**

- Create two versions of your e-zine so people can choose if they want ads included with it or not. This'll attract the people who hate ads to subscribe.
- Publish your e-zine only on your web site. Have people subscribe to a "new issue" e-mail reminder. This could really increase your traffic

and sales.

- Increase your sales by e-mailing full page ads to your e-zine subscribers. Remember to tell people before they subscribe or they may consider it spam.
- Design your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, offer ad trades, etc.
- Allow your visitors to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail.
- Build your opt-in e-mail list using an FFA ( free -for-all links page). People can submit links to your links page and you can send them a thanks e-mail.
- Publish an e-zine for your employees. This could motivate them to do a better job or fill them in on where your business is headed.
- Find a tiny niche for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be extra specialized to attract new subscribers.
- Create a title that grabs readers attention. Submit it to free e-zine directories on the internet.
- Use a lot of headlines in your ezine. Some types of headlines are free offers, questions, problem solvers, sales, and statistics.

### **5 Strategic Ways To Work With Other Ezine Publishers**

- Negotiate with e-zine publishers to get free or discounted ads by letting them join your affiliate program and earn commissions on the ad you run.
- Swap articles with other e-zines publishers. You could get your articles published more often if in exchange you publish their

articles.

- Focus your articles on information the targeted readers and e-zine publishers want. They will get published more often, which means free publicity.
- E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they get a percentage of the profits.
- Team-up with other e-zines that have the same target audience. Combine subscriber bases and then publish one e-zine together to increase subscribers.
- 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.

### **20 Ways To Convert Visitors Into Subscribers!**

- You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine.
- You could offer your visitors a free ebook if they subscribe to your free e-zine.
- You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine.
- You could offer your visitors a free advertisement in your free e-zine if they subscribe.
- You could offer your visitors a free tangible gift if they subscribe to your free e-zine.
- You could offer a free automatic entry into your contest or sweepstakes if they subscribe to your free e-zine.
- You could tell your visitors that you offer original content in your

free e-zine.

- You could tell your visitors to read a sample issue of your free e-zine on your web site.
- You could offer your visitor's free software if they subscribe to your free e-zine.
- You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine.
- You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine.
- You could publish some of your current e-zine subscriber's testimonials on your web site.
- You could publish any positive reviews you have received about your free e-zine on your web site.
- You could tell your visitors what's going to be published in your next e-zine issue.
- You could tell your visitors that they have the right to republish your e-zines content on their own web site if they subscribe to your free e-zine
- You could publish a list of well-known famous, or respected people that have subscribed to your free e-zine.
- You could tell your visitors what a subscription to your free e-zine is worth in dollars.
- You could tell your visitors all the major benefits of subscribing to your e-zine.
- You could tell your visitors how many people have already

subscribed to your e-zine.

- You could tell your visitors that a subscription to your free e-zine is only available for a limited time.

### **10 Benefits Of Submitting Articles To E-zines!**

- You'll brand your web site, business and yourself by submitting articles to e-zines. You could include your name, business name, your credentials, web site address and e-mail address in your resource box.
- You will become known as an expert on the topics you write about. This will give you and your business extra credibility which will help you compete against your competition.
- Your article might also be placed on the publisher's home page. If they publish each issue on their home page this will give you some extra exposure.
- You might get extra exposure if the e-zine publisher archives their e-zine on their site. People might want to read the back issues before they make the decision to subscribe.
- You will get free advertising. This will allow you to spend your profits on other forms of advertising. You could buy advertisements in other e-zines that don't publish your articles.
- You might get extra income from people wanting to hire you to write other articles, books, or even ask to speak at seminars. This is a great way to multiply your income.
- You could allow e-zine publishers to publish your articles in their free e-books. Since people give them away, your advertising could multiply all over the internet.
- You will get your article published all over the web when you



submit it to an e-zine publisher that has a free content directory on their web site. They'll allow their visitors to republish your article.

- You'll gain people's trust. If they read your article and like it, they won't be as hesitant to buy your product or service. You will then be able to increase your profits.
- You could get your article guaranteed to run in an e-zine. You could agree to run one of their articles in your e-zine if, in exchange, they run yours in their e-zine. It's a win/win situation.

1000 Ways To Sell Your E-Information Products just visit: <http://dpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter - visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>

## **38 Free Offers That Will Jump Start Your Profits!**

### **by Larry Dotson**

#### **Free Offers**

- Offer people a free telephone consultation before they order your product. When they get to know you personally, it could convert to more sales.
- Give free e-mail consultations to your customers. When you e-mail them back your advice include a small ad for a back end product your selling.
- 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.
- Give your customers free shipping. If you can't afford that, you can

give free shipping to customers that buy over a certain dollar amount to raise profits.

- Offer your visitors free software that they can download right from your web site. While they are waiting they might read your ad.
- Offer your web site visitors a freebie if they take the time to fill out your online survey. They'll be at the site longer and might buy something afterwards.
- Design graphics, templates, buttons and banner ads for other sites. Allow people to use them in exchange for your web link on their home page.
- Give people a free online utility. When you offer a utility that can solve a person's problem, people will definitely visit your web site.
- Offer a free affiliate/reseller program. When you offer people a free opportunity to make money they will line up to visit your web site.
- Offer free samples or trials of your product. This will let people experience your product and attract people to your web site.
- Increase the number of visitors that revisit your web site by publishing a free course right on your site. Just release a new lesson once a week.
- Give away an electronic freebie with your ad on it. Allow your visitors to also give the freebie away. This'll increase your ad exposure and attract people to your web site at the same time.
- Offer your visitors a free community. People like to have a place where they can have discussions with others on a particular subject.
- Submit your freebie to the online directories that list your particular item or service for free. If you're offering a free e-zine, submit it to all the free e-zine directories on the internet.

- Start a free tip line. Offer a free daily, weekly, or monthly tip recorded on your voice mail. The tips should be related to your business. Include your ad for your web site or business at the beginning or end of your message.
- Offer a free daily class in your web site's chat room. The class should be related to the subject of your business or web site. This will get people to visit your web site everyday.
- Offer a buy one get one free deal. If you sell more than one product this type of deal works great. People will feel they are getting more for their money and order quicker.
- 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.

#### **• 10 Ways To Increase The Perceived Value Of Your Freebies!**

- You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free e-zine! A \$199 value!"
- You could add other freebies to your freebie that will increase the value. For example, "Subscribe to my free e-zine and get free access to our "subscribers only" private web site!"
- You could tell them the freebie is only available for a limited time. For example, " Download our free ebook, this free offer will only be available until May 30, 2000."
- You could tell them the freebie is only available to a limited number of people. For example, " Our free software will only be available for the next 100 people that download it."
- You could give more details about the freebie. List the benefits,

features, what problems the freebie will solve, etc.

- You could describe your freebie to sound more attractive. For example, instead of "free report" you could say "free never released top secret document"
- You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would defiantly increase your freebies value.
- You could tell people how many people have already receive your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?"
- When you ask someone to sign-up to receive a freebie, don't ask for really personal information. This is a fast way to lose a potential prospect.
- Keep changing or adding freebies to your web site. If people see the same freebie in your ads they will say to themselves, "been there done that".

### **10 Ways To Increase Your Traffic And Sales By Giving Away Software!**

- Gain free advertising by submitting your software to freebie and freeware/shareware web sites. This will increase the number of visitors to your web site.
- If you created the free software yourself, you will become known as an expert. This will gain people's trust and they will buy your main product faster.
- Offer your software as an extra free bonus to the people that buy one of your main products. People buy products quicker with free bonuses included.

- Publish your free software on disk or CD-Rom then include it with your direct mail packages. This can increase the amount of orders you'll receive.
- Build your opt-in e-mail list fast by asking your visitors to give you their contact information before they can download your software.
- People love to get free stuff. They will visit your web site to download the free software. Make sure the software is attractive to your target audience.
- Tell people they can download your software at no-cost if they link to your web site. This strategy will multiply your advertising all over the internet.
- You will gain valuable referrals from people that tell others about the free software you give away. Word of mouth advertising can be very powerful.
- Increase your e-zine's subscriber base by giving away software to people that subscribe to your e-zine. This'll give them an incentive to subscribe.
- Give away software to your current customers as a way of letting them know you appreciate their business. This'll create loyalty and repeat sales.

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## **60 Sizzling Ways To Ignite Your Sales! by Larry**

## Dotson

### **Ways to Concentrate on Your Target Market**

- Market your products or services to your target audience. For example, don't try to sell a football in a cooking magazine.
- Spend money on targeted advertising instead of mass media advertising. You don't want to waste your ad dollars on people who aren't interested.
- When you offer a freebie from your site, submit it to free stuff sites. They provide target categories which means targeted traffic.
- Use headlines and sub headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like "Attention All Lawyers!".
- Increase your sales by adjusting your product or service to attract other target audiences. This may mean redesigning or adding on to it.
- Buy advertising space on discussion board web sites. They are usually arranged by subject; that makes them highly targeted.
- Express the same views as your target audience. Bring up common likes and dislikes in your ad. This will create instant rapport with your audience.
- Expand your target audience by adding a new product line or packaging your main products with other ones. You could also add-on extra services.

- Find new target audiences for your products or services. For example, if you're selling coffee to stores try to also sell it to coffee shops.
- Put yourself in your visitors shoes. Design your site for them, not for yourself. Create your product around your visitors not because you would buy it.
- Anticipate any objections your visitors may have about your product offer. You must research your target audience's needs and wants.
- Don't just start advertising everywhere, plan out your marketing. Locate places and publications that your target audience would congregate around.
- Test your advertising and marketing. You'll save time, money and big headaches promoting the right offer to the right group of people.

### **Proven Ways to Accelerate Your Orders**

- Analyze all your promotional efforts. Concentrate on the ones that work and drop the ones that don't work. Don't waste your valuable time.
- Include a signature file on all the e-mails you send out. Provide your business name, phone number, e-mail and web address, etc.
- Increase the perceived value of your product by making your offer scarce. You could use limited time bonuses, low prices, low quantities, etc.
- Find out your competitions' weakness and use it as your "Unique Selling Proposition". It's the reason why people buy your products and not theirs.
- Divide your price over a period of time to make it sound less. Offer a payment plan or show the per day price. For example, "Only 33 cents

per day!"

- Tell your visitors the reason why you're having a sale so they don't think your products are cheap. It could be a holiday/seasonal sale or clearance sale.
- Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one.
- Educate yourself with new strategies to increase your sales. You could take classes, subscribe to e-zines and magazines, read books or ebooks, etc.
- Use your product's features to support all of your benefits. Just because benefits are more important, don't forget to list the features.
- Test the prices of your product or service. You may increase the perceived value by raising your price and a lower price may decrease your sales.

### **Don't Forget About Offline Advertising!**

- Place classified or full page ads in print publications. The print publications should be computer or internet related.
- Post flyers in stores. They could be computer stores, software stores, libraries etc.
- Buy mailing lists and send direct mail. You should make sure that all the people on the mailing list are internet users.
- Buy commercial time on T.V. They can be during shows that are targeted toward internet users.
- Pass out your CD-ROM or diskette business cards at special events. It could be at trade shows, seminars, fairs, etc.



- Set up a deal with another business that targets internet users. Pay the business to insert your business ads in their product packages.
- Hold a free offline class and teach people how to use their computer or how to use the internet. You could have your web site on display as an example.
- Do co-op mailings with other businesses. They should also be targeting people with internet access.
- Give away free mouse pads. Put your advertising on the mouse pads and give them away at computer or internet events.
- Advertise in card decks. The card deck you advertise in should be targeted toward internet users.
- Have a bumper sticker printed up with your web site address and other business information. Place it on the bumper of your car. People will see it when you're driving.
- Have some t-shirts and jackets made with your web site address and other business information. Your family or friends could wear them almost anywhere. When it's too cold for t-shirts, you can wear jackets.
- Have some ball caps made with your web site address and other business information. Wear them to keep the sun out of your eyes and promote your business at the same time.
- Have a magnetic sign made with your web site address and other business information. Place it on your car door or roof when you are traveling.
- Have some duffle bags made with your web site address and other business information. Give them to family and friends as gifts or use them when you travel.

- Have some pens imprinted with your web site address and other business information. When you are done filling out your check or signing receipts leave it there for the next person to use or keep.
- 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.

### **More Ideas to Increase Your Profits**

- Add viral marketing into your promotional plans. Allow your visitors to give away your free stuff, just include your ad somewhere on all the freebies.
- Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after- sale services or an affiliate program.
- Don't make your banner ads look like ads. Most people ignore banner ads. Design them to look like content and have them click to read the rest.
- 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.
- Make residual income from your customers by selling back end products. If you don't have any, you could sign up to related affiliate programs.
- Remember newsgroups are still pretty popular. You could post your ad in ones that allow it or you can leave messages with your sig file include.
- 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 clickers.

- Utilize a simple form of viral marketing. Write or have someone else write a small report with your ad included on it and allow others to give it away.
- Design your packaging so it sells your products. Utilize colors and lettering that make your product more attractive to your prospects.
- Visit business discussion boards regularly. You could discover helpful advice, online resources and give your own two cents worth.
- 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.
- Advertise your web site with banner ads that are animated and include a call to action. You must grab people's attention and make them to click.
- Up-sell to all your customers. You could sell add- on products, deluxe products, extra parts, related products, add-on services, etc.
- Allow your visitors to decided how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly sell.
- Learn sales ideas from reading and studying other business' advertising and marketing material. It could be ads, brochures, tv ads, sales letters, etc.
- Make your potential customers forget about the competition. Just tell them to forget with a factual and believable reason why they should.
- Switch your marketing plan when your market dies for your product. Be flexible and redesign your product for a different market.
- Create an extra revenue stream with your web site's articles or content. Publish the first paragraph of each article and charge people

to read the rest.

- When you answer peoples questions by snail mail, include an insert advertisement for the products or services your business offers. Include your web site address, e-mail address, logo, slogan and other information on all marketing material you send.
- Place different emotional response ads for the same product or service all over your web site. One ad may hit their hot button to buy more than another ad.

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## **45 Unique Marketing Ideas by Larry Dotson**

### **Unique Marketing Ideas**

- Compare your product's guarantee to your main competitors. Find a niche where you can design your guarantee to be more powerful.
- Increase your profits by concentrating on small details. Improving small things like text size, color, or graphics can really make a positive difference.
- Keep your offers flexible. If you offer a set price for your product, you could offer the people that can't afford it an optional payment plan.

- Offer your knowledge or consulting as a bonus product. You could offer a free 15 or 30 minute consultation. This will add value to your product.
- Personalize all your e-mail messages so they get read. Include the recipient's name in the subject line. This will grab peoples attention quickly.
- Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them.
- Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business
- 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.
- 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.
- Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other discussion participants to evaluated them.
- Get your products or services evaluated for free. You can give your product for free in exchange for evaluations and even testimonials.
- Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it.
- Contact national radio stations to ask them if they are looking for guest speakers. Tell them your area of expertise; maybe they'll book

you for a show.

- Clone your advertisements all over the internet by allowing your visitors to give your online freebies away. Just include your ad somewhere inside it.
- Make your products sell quickly by adding a ton of bonuses. You could get the free bonuses for little or no cost by joint venturing with other businesses.
- Keep your visitors on your web site longer. The longer they stay, the greater chance they will buy. Just hold a treasure hunt contest on your web site.
- Utilize holidays to increase your visitors or sales. You could give away free electronic greeting cards, hold discounts, send customers holiday cards, etc.
- Share customers with other businesses that have the same target audience. Offer their product to your customers if, in exchange they do the same for you.
- Find a charity your target audience would likely support. Tell people on your ad copy that you will give a percentage of the profits to that charity.
- Hold a "buy the most wins contest" on your web site. Tell people each monthly winner will get their entire purchase refunded.
- Think of ways to get your site or business on the the news. You could sponsor a fundraiser, break a world record, hold a major event, etc.
- Team-up with your weaker competitors to beat your stronger competitors. You can create win/win joint venture and cross promotion deals with them.

- Record all your new promotion ideas into an idea journal, good or bad. Sometimes you can combine ideas to create new ones to increase your sales.
- Start a free ebook club on your web site. People could sign up to receive a free ebook from you each month. Just include your product ad in the ebooks.
- Buy internet business books, ebooks, private site memberships, etc. Study and learn all the new web site promotional ideas you can.
- Publish e-zines for other web sites to increase your traffic. You could do it at no charge and in return just ask for a sponsor ad in each issue.
- Give your prospects or customers a breath of fresh air. Don't be afraid to design your web site and ad copies different from everyone else.
- Allow your prospects to choose between a retail or wholesale price. Charge people a membership fee to always get the products at wholesale cost.
- Beat your competition by giving away a similar product or service that they charge for. It could be add on products, warranties, servicing, etc.
- Take advantage of popular fads. If something is popular at the current time, put up a web site about it. Just promote your main site on the fad web site.
- Ask people to find a hidden link in your ad copy. If they find the hidden link tell them they will get a prize or freebie by clicking on it. This will increase the chance that they will buy your product or service because they will read your whole ad copy.

- Want a popular discussion board? This technique is based on the number of postings made by any one person. You could give away a free product or service to any person that posts ten or more messages on your discussion in a month. It could be a free e-book, report, e-mail consulting etc. Just keep track of everyone's postings each month. This could also work for e-mail discussion lists.
- There are millions of web sites on the internet. Instead of marketing your web site as a web site. Market it as a free web book. Design your web site with a title page, table of contents, chapters, etc. Just place your ad or banner for your product or service on the top of each web page.
- Offer a free on-site repair service for products you sell. This is convenient for people because they won't have to send it away for repair and they won't have to be without the product for a long period of time.
- When you visit a web site you've enjoyed a lot, write a review for the site. Write about the benefits you gain from the web site. Tell them they can publish it on their web site if they link to your web site.
- When you purchase a product and it exceeds your expectations e-mail the business a testimonial. Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site.
- Sell your product at the price it costs you to produce or buy it. You will usually sell more products at a lower price than your competition which equals more potential lifetime customers. You will break even in cost but you'll make your profit from the upsell and backend products you sell your lifetime customers.

## **8 Benefits Of Helping An Online Business Newbie**

- You will feel good knowing that you had a part in helping them



build their business. You can sit back and say "I had a part in their success."

- They may become one of your best friends. Most people can use new friends, even business owners. You may even become business partners and create a totally new business together.
- You could end up being strategic business allies in the future. You could regularly do joint venture and cross promotion deals with each other.
- They may help you out with your business. Maybe they will give you some testimonials or endorsements for your products or services.
- You might gain some valuable referrals from them. They may also join your affiliate program and make sales for your business.
- They might offer you some free advertising space on their web site or in their e-zine for your help. You could also exchange advertising with them.
- You both could end up developing a new product or service together. The product or service could be a combination of your current ones.
- They might purchase the products you sell and become one of your best customers. You could sell them many back end products or services in the future.

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**This ebook compiled by Pam Renovato web master of Internet Marketing With TEETH!**  
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