

# “Mind-Altering Promotional Ideas”

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### Chapter 1

1 Don't forget to use words that create emotion. All people have emotions; people will have more interest when they are emotionally attached. Use words like mad, happy, angry, sad, excited, scared, surprised, etc. For example, "Imagine how happy you will be when you can finally afford taking that exotic cruise!"

2 Sell more back-end products to your existing customer base. You've already created rapport and trust, and proved your credibility to them. That's why it's usually easier to sell to them the second time. Sell back-end products that relate or complement the first product you sold them.

3 Make it a practice to upsell to new and existing customers. After they decide to buy one product, offer them another product at the point of purchase. You already have them in a "yes set" because they are going to buy your main product.

4 Cross-promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost. The other business should have the same target audience. For example, if you're selling picture frames, you could team up with a photography studio.

5 Create joint venture deals with other businesses. You can expand your product line and target other profitable markets at a lower cost. The joint venture deals could be trading advertising, barter products or services, joining an affiliate program, swapping business strategies, etc.

## Chapter 2

6 Start an affiliate program for your business. You will be able to spend less profits on risky advertising and spend more money on guaranteed sales. Your only goal would be to persuade affiliates to sign up, train them and keep them selling for you.

7 Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads,

links, print ads, etc. If the other business doesn't want to trade, offer them something extra in return. It could be extra ads, free products, commission, extra advertising time, etc.

8 Outsource part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc. You should keep the work you enjoy doing and get rid of the rest. You need the extra time to enjoy life.

9 Add low cost bonuses to your offer that have a high perceived value. It could be Members Only sites, e-books, consulting, e-reports, etc. Make sure they are original and no-one else is giving them away.

10 Use viral marketing to promote your business on the Internet. Give away freebies with your ad copy included on them so others can give them away. It could be e-books, software, reports, autoresponders, web space, e-mail accounts, etc.

### Chapter 3

11 Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc. You could follow up to make sure they don't have any problems or questions, then just mention another product you are selling.

12 Tell your potential customers special events your business has sponsored. It could be charities, fundraisers, charity auctions, etc. You could tell your prospects that you will donate a percentage of their order amount to charity. This could increase your profits because it might persuade them to buy more.

13 Tell your potential customers about any mergers or joint ventures with other reputable organizations or businesses they would recognize. If they like or trust those businesses, it will help your profits when they know you are teamed up with them. Plus it can instantly brand your business.

14 Tell your potential customers some valuable info within your ad copy. This will create rapport with them. It could be tips, how-to information, case studies, etc. Also design and start your ad out like a free report or article. People will be less hesitant to read it.

15 Tell your potential customers about reviews of special events your business attended. It could be trade shows, seminars or conferences. You will be informing them and selling to them at the same time. Plus if they attended the same event, then you both have something in common which can help persuade them to buy.

## Chapter 4

16 Tell your potential customers stories about your customer service. It could be how you helped a new customer, an award you won, etc. For example, you could say, "The other day a woman called and wanted to know if she could get a refund, because she bought the wrong product and couldn't afford to buy the other one till she got a refund. We said, 'Of course you can' and even made her refund a top priority."

17 Tell your potential customers stories about your employees. It could be about why they like to work for you, their personal profile, etc. For example, you could say, "Our Human Resource Director, Susan, said she loves working here because we are all so polite, caring and friendly."

18 Tell your potential customers about the milestones and goals your business has achieved. It could be a sales goal, customers served goal, etc. For example, you could say, "Last year we answered over 100,000 customer service calls and e-mails, and solved every problem our prospects and customers had."

19 Tell your potential customers about the innovations your business has discovered. It could be inventions, new technologies, patents, new products, etc. Your prospects and customers will be impressed that you

are constantly researching new ways to make their lives better.

20 Tell your potential customers the things you have done to improve your product. It could be lighter, faster, heavier, slower, etc. You could show pictures of your product before and after you improved it. This tells your prospects that you care about them and that you want their experience with your product to be really good.

## Chapter 5

21 Tell your potential customers a little history or past information about your business. It could be how it started, how you got the product idea, etc. This kind of information helps your prospects and customers know more about the kind of business they are buying from and makes it a more personal experience for them

22 Publish testimonials for your free things. It would increase their value and if they're viral marketing tools, you'll have more people giving them away. Another tip is to give testimonials for other people's freebies. They might publish it on their web site. You can using include a link back to your web site too.

23 Give your visitors a good time so they will visit your web site again. Use a few jokes, humorous

graphics and funny stories. You could also provide a free online game they can play on your web site. If your visitors like it they will revisit again and again. Plus they might tell other people about it.

24 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. By doing that for them you could require that you become their only affiliate. You would instantly become a super affiliate because you would be the only one with no competition.

25 Build rapport with your potential customers by teaching them something new. Provide them with free e-books, articles, tips, courses, etc. Offer them a free weekly e-zine. Include new, original articles, interviews with experts, case studies, web site profiles, news stories, etc.

## Chapter 6

26 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, e-books or articles. People like to collect things because it's a goal. It makes them feel good because every time they collect a new item, they are fulfilling their goal.

27 Keep each page of your web site consistent or



similar. Use similar text fonts, colors, graphics and background on every page. If you have one web page that is blue, one that is red and one that is orange, it doesn't look professional. It would look like you just threw it together and didn't think things through. Would you buy a product from someone who gave you that impression?

28 Build a popular directory of freebies. It will draw a lot of traffic to your web site and you can request that people who submit free things place your link on their home page. You could also trade links with other freebie sites or submit your own free items to their web site.

29 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. You just create it on your web space and maintain it. All your visitors would have to do would be to link to it.

30 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. You could also dare them to buy your product. A dare also gives them a challenge. For example, you could say, "I dare you to try out our product for a week. I doubt you will ever return it for a refund."

The End

