

Money Bombs: 100 Explosive Revenue Campaigns!

by Larry Dotson

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1 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. For example, you could say, "I hate it when you have to wait in line for a long time at the drive-through."

Another example, "I really like it when I have extra money to spend."

2 Design your web site to be a valuable resource for people. Include original content, links to other interesting web sites, e-books, software, etc. For example, you could create mini-directories within your web site. It could be an e-zine directory, free e-book directory, article directory, etc.

3 Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one. They will already know that your products are of good quality and that you're trustworthy. They will also know that your product claims are all true.

4 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. You could offer that product as a back-end offer. Just make sure it's the right product for your target audience.

5 Increase the perceived value of your product. You could offer an affiliate program, give away free bonuses or use famous endorsements on your ad. Another way is to offer a sample or trial of your product or service. If people like it or it works, that will increase the perceived value because it gives them 100% personal proof.

6 Remind your visitors to promote your web site. Use phrases like: "Refer Our Web Site To A Friend" or "Link To Our Web Site". Offer them incentives for referrals. You could give them free e-books, reports, software and other informational products. You could also offer them discounts on other products you sell.

7 Start a free e-mail newsletter to create your own opt-in list. Create a title that grabs the reader's attention. Submit it to free e-zine directories on the Internet. Advertise it on your web site. Offer a freebie or other incentive for people to subscribe. Give your readers mostly original and quality content.

8 Upsell to all your customers. You could sell add-on products, deluxe products, extra parts, related products, add-on services, etc. You could offer them add-on products before or after they reach your order page. Just make sure the upsell products are compatible with the main product you're selling.

9 Provide a free contest or sweepstake at your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit. You can also attract them to revisit by holding one every week or month. You could also start an opt-in list for people who enter your contest or sweepstake so you can follow-up with them regularly.

10 Use permission marketing to increase your sales. You simply ask people to sign up to your e-mailing list. They'll already be interested in your messages or ads because they've visited your related web site. You could also offer them incentives for signing up like freebies, discounts, expertise, content, etc.

11 You could hold a holiday sale for your potential customers. For example, you could tell them everything on your site is discounted by up to 50% on Thanksgiving Day. Another example, "Fourth Of July Sale! Buy One, Get One Half Off!" Using holiday sales gives you a specific and credible reason for your prices to be lower.

12 Use headlines and sub-headlines all over your web site that will grab your visitors' attention. They will attract them to explore your web site longer. They could be for your free e-zine, product ads, free content, message board, chat room, etc.

13 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. For example, you could say, "This product will be launched on July 27, 2002! If you sign up to be one of the first to be notified by e-mail when it's launched, you will get a special introductory price of (\$)."

14 Highlight buying incentives like free bonuses, money-back guarantees, testimonials, special offers,

discount sales, etc. You could place them in boxes, in front of different colored backgrounds, assemble symbols or graphics around them, etc.

15 Use short sentences or sentence fragments in the body of your ad copy. A short burst of words can catch a skimmer's eye with one quick glance. If people have to read a long sentence or paragraph in order to understand your message, the skimmers may not order from you.

16 Use a personal endorsement ad. Only use one if you've actually bought the product or service for the affiliate program. Tell people what kind of benefits and results you've received using the product. You need to purchase the product or service in order to write a honest endorsement.

17 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. They will give your target audience a clearer vision of what you're offering. That will help them imagine themselves getting the benefits of your product.

18 Use a headline that catches the attention of your target audience. You could use many different types of headlines, free offers, guarantees, testimonials, news stories, questions, benefits, warnings, statistics, features.

19 Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub-headlines. People see them first because it's easier for their eyes to focus on. You could also use different fonts for your headlines than the rest of your ad copy.

20 Make your product's 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. Also indenting them will help make them stand out. Each benefit should be written like a headline to get the readers' attention and tell them what's in it for them.

21 Change your ads regularly. Your prospects could get bored seeing the same ad all the time. Statistics show people usually see the same ad 7 times before they actually buy. Just change them enough to keep them from being over-exposed. For example, if your ad said. "FREE Killer Marketing E-book!", you could change it later on to "FREE Sizzling Marketing E-book!"

22 Lower the chances of negative word-of-mouth marketing. You'll always have customers who are dissatisfied. Try to please them as much as possible. You could give them a refund, discount, a free product, a coupon, a rebate, a compliment, etc. Just be polite and stay calm if they are angry or frustrated with your business.

23 Give people a deadline to order. Tell people if they order by Sept. 15, 2002, they will get a discount or free bonuses. This will create an urgency so they don't put off buying. Another example, "Order before 8:00 p.m. US/EST and get a second product of your choice for free!"

24 Offer people a money-back guarantee. The longer the guarantee, the more effective it will be. It could be a 30-day, 60-day, 1 year, or lifetime guarantee. You could also offer them double or triple their money back or a set amount of money back, like \$25. You could also allow them to keep the product if you can afford to do that, even if they ask for a refund.

25 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 repairs and they won't have to be without the product for a long period of time. If they have to send the product to you to get repaired, offer them free shipping.

26 Publish testimonials on your ad copy. They will give your business credibility and you'll gain people's trust. It's important to include the person's full name and location with the testimonial. For example, "Jon Goodhart, Auto Mechanic, Wooster, Ohio."

27 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. You could rotate top positions on the home page. You could also create products together and split the profits.

28 Allow people to make money reselling the product or service. Tell people they can join your affiliate program if they order. You could pay them per sale, per click, per referral, etc. Just provide them with proven and tested marketing materials, detailed statistics and plenty of affiliate training.

29 Offer free 24-hour help with all products you sell. Allow customers to ask you questions by e-mail, by toll free phone, by free fax, etc. If for some reason you can't offer this service, answer their questions and concerns as soon as possible. You could also let them know you received their message and you'll get back to them as soon as possible.

30 Provide free shipping with all orders. If you can't afford it, you could offer free shipping on orders over a specific dollar amount. You could also offer a rebate on their shipping costs. Most customers most probably won't send in the rebate card unless it's a huge shipping cost, for example, \$30 or more.

31 Give away a free sample of your product. You will gain people's trust when you allow them to try out a free sample of your product. If they like it they won't

hesitate buying it. Your sample should only give them a small taste of what's in it for them if they buy.

32 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 will order quicker. You could also offer them a 'buy one, get one half', 'buy two, get the third one free', 'buy two, get a free watch', etc.

33 Increase the number of visitors who revisit your web site by publishing a free course right on your site. Just release a new lesson once a week. You could even offer a live chat room class every week or a class published on autoresponder.

34 Make sure your graphics load correctly on your web site. Broken graphics will make your business look very unprofessional. That also goes for broken links and slow loading graphics. People can find other web sites to visit with a click of a mouse.

35 Avoid using scrolling marquees on your web site. They take the attention away from your ad copy and make your web page load slower. Just type the message on your web site. You can highlight it with flashing, color or bigger text.

36 Make the text on your web site exciting to read. You can use emotional words, descriptive adjectives,

highlighted keywords, exclamation points, etc. You can also get your prospects excited by showing how much passion and excitement you have for your product or service.

37 Remember to reach out and touch your visitors offline. When your visitors give you offline contact information, use it to send them some non-selling greeting card by mail, a friendly phone call, a little gift, etc. This is actually pre-selling them back-end products because when you eventually try to sell them one, they will be more receptive to your offer.

38 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. You can find out critical things, like how people like navigating around your web site, if the design looks professional, etc.

39 Regularly check and resubmit your web site's search engine rankings. They can drop very quickly because of all the competition. Keep informed of new search engine strategies by visiting informative web sites, subscribing to related e-zines, buying search engine how-to e-books, etc.

40 Divide your product's 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!" If it's an information product, you could divide it

by the number of pages, tips, chapters, strategies or minutes/hours/days it took you to create it.

41 Promote your products within the content of your web site. If you write and offer free articles, include a mention of the product or service you're selling. You could include it in your resource box or subtly reveal it within your article if it's related.

42 Update the content on your web site regularly. You'll want to add new content and update the old content. People want timely information that tells them how to do something 'now', not how it was done 10 years ago. That's another reason you should constantly be educating yourself.

43 Ask visitors to subscribe to your e-zine. It's a good idea to also give them a freebie when they subscribe. Once they are subscribed, they might read your content, see your advertisements, join your affiliate program, buy advertising, revisit your web site, etc. The benefits are endless.

44 Have them sign up to get access to download a free e-book. The subject of the e-book should be related to your target audience. You could have them sign up to a opt-in list or your regular e-zine. The e-book should have high perceived value so they'll take the time to sign up.

45 Give your visitors a free membership inside your Members Only web site. Have them sign up to receive a user name and password. You could create a Members Only e-zine to capture their e-mail address and membership updates so they will revisit your web site again and again.

46 Divide your free e-book into reports then allow people to use them as bonus products for products they sell. Just make sure they include your resource box or ad with the report. If you want to, allow them to sell the reports too.

47 Offer your visitors free consulting via e-mail. Have them fill out a web form to e-mail you with their questions. When you answer their questions, include an offer for a product you sell or highly recommend products that could help them. You could join the product's affiliate program to earn commission if they take your advice.

48 Hold an interactive poll on your web site. Ask your visitors to e-mail you their vote or opinion. You could send them a "thank you" e-mail and also mention a product you're selling. Tell them to subscribe to your e-zine so they can see the results of the poll.

49 Ask your visitors to sign up for a chance to get a web site award. Have them e-mail you their contact and web site information. You can e-mail

the webmaster and tell him/her if they are the winner or not. Include your signature file at the end of your e-mail mentioning a product you sell.

50 Have visitors fill out a survey on your web site. Give them a free gift as an incentive to complete the form. You can e-mail the results of the survey and offer them a free e-book as a gift for completing your survey. Of course your ad will be in the free e-book.

51 Trade other forms of advertising with people who link to your web site. You could trade e-zine ads, print ads, autoresponder ads, classified ads, e-book ads, etc. It doesn't always have to be link for link or e-zine ad for e-zine ad. Just make sure it's a fair trade for you.

52 Give away web space to people for free. Since you are giving it away for free, request they link to your site by placing your ad or banner to the site. Some day you could have hundreds or thousands of web sites advertising your web site for only the cost of your web space.

53 Join or create a web ring. A web ring is a group of web sites on a similar subject that have agreed to link together. To find a web ring to join, type the keywords "web rings" into your search engine of choice. Just think, everyone who participates in the web ring is linked to your web site.

54 Create an online club or association. Tell your visitors what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they link to your web site. Just think, you will either make money or get some no-cost advertising.

55 Allow people to use an online service or some utilities from your web site if, in exchange, they link to your web site. The online service could be an e-mail account, search engine submission, web page design, copywriting, proofreading, etc. If they don't want to link, you could offer them a subscription fee for the service.

56 Offer a free e-book to your web site visitors. The e-book should be related to your target audience. Allow them to give the e-book to their own web site visitors by linking directly to your web site. You could also allow them to upload the e-book to their own web site and give it away. Just include your link in it.

57 You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get 50% off all our products!" Another example, "Subscribe to our free e-zine and get \$8 off our brand new e-book!"

58 Don't use site content your target audience isn't interested in. If people are coming to your site to find information about fishing, don't include soccer content. That rule also applies to your free e-zine, your free e-book, the products you sell, the affiliate programs you promote, etc.

59 You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get free access to our private membership web site!" Another example, "Subscribe to our free e-zine and get a 3-month trial membership to our Members Only web site!"

60 You could offer your visitors a free advertisement in your free e-zine if they subscribe. For example, you could say, "Subscribe to our free e-zine and get a no-cost e-zine ad! Another example, "Subscribe to our free e-zine and get a free classified ad!"

61 You could offer your visitors a free, tangible gift if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our new report by mail!" Another example, "Subscribe to our free e-zine and get our new tips booklet by mail!"

62 You could offer free automatic entry into your contest or sweepstake if they subscribe to your free e-zine. For example, you could say, "Subscribe

to our free e-zine and get free, automatic entry into our contest!" Another example, "Subscribe to our free e-zine for a chance to win a huge advertising package!"

63 You could tell your visitors that you offer original content in your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our all-original content!" Another example, "Subscribe to our free e-zine and get the latest, up-to-date business news!"

64 You could tell your visitors to read a sample issue of your free e-zine on your web site. For example, you could say, "Read a sample issue before you subscribe to our free e-zine!" Another example, "Check out a sample article before you decide to subscribe to our free e-zine!"

65 You could offer your visitors free software if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our new marketing software free!" Another example, "Subscribe to our free e-zine and download our e-book software for free!"

66 You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and gain access to our profitable affiliate program!" Another example, "Get a free subscription to our affiliate training newsletter when you become

one of our affiliates!"

67 You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a free bonus e-mail account!" Another example, "Subscribe to our free e-zine and get a free autoresponder!"

68 You could publish some of your current e-zine subscribers' testimonials on your web site. For example, you could say, "Why put off subscribing? Just see what other subscribers are saying!" Another example, "Subscribe today and experience the benefits the people below are experiencing!"

69 You could publish any positive reviews you have received about your free e-zine on your web site. For example, you could say, "Just read this review from (publication name) about our free e-zine!" Another example, "Check out our e-zine review in (magazine name)!"

70 You could tell your visitors what's going to be published in your next e-zine issue. For example, you could say, "Subscribe now so you don't miss our next issue about (topic)!" Another example, "Subscribe today and learn about how to (topic) in next week's issue!"

71 You could tell your visitors that they have the right to republish your e-zine's content on their own web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and we will give you the right to republish our content on your website or in your e-zine!"

72 You could publish a list of well-known, famous, or respected people who have subscribed to your free e-zine. For example, you could say, "Just look at who else is subscribed!" Another example, "Look at all the experts who have subscribed to our e-zine!"

73 You could tell your visitors what a subscription to your free e-zine is worth in dollars. For example, you could say, "Subscribe to our free e-zine. We used to charge \$120 a year for a subscription." Another example, "Subscribe to our free e-zine! (Valued at \$99!)"

74 You could tell your visitors all the major benefits of subscribing to your e-zine. For example, you could say, "Just look at all the benefits you'll received when you subscribe to our free e-zine!" Another example, "Subscribe to our free e-zine and get all these benefits!"

75 You could tell your visitors how many people have already subscribed to your e-zine. For example, you could say, "Subscribe to our free e-zine! 14,897

subscribers can't be wrong!" Another example, "Subscribe to our free e-zine! 13,976 have already subscribed!"

76 You could tell your visitors that a subscription to your free e-zine is only available for a limited time. For example, you could say, "Subscribe to our free e-zine before we start to charge for this original content!" Another example, "Subscribe to our free e-zine and your subscription will stay free even, if down the road, we decide to charge a subscription fee!"

77 Spy on and study your competitors by buying their products. You'll find out about their customer service, follow-up marketing, upsell offers, etc. You'll also get new ideas for your own business. Even contact your competition and ask them to do a joint venture offer with you.

78 Give away the full version of your e-book in exchange for testimonials. You can use these customer statements to improve your ad's effectiveness. It would work for free or paid e-books! You could offer sample excerpts or chapters to give them a taste of it.

79 Repeat the 3 most powerful or appealing benefits throughout your ad copy. Repetition can brand your product's benefits quicker in your prospect's mind. They will be able to store the information more

quickly and effectively in their subconscious mind. Just rewrite them with different wording so your prospects don't get bored with your ad.

80 You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust them over you. For example you could say, "See what (name) says about our software!"

81 You could tell them your freebie is only available to a limited number of people. For example, "Our free software will only be available for the next 100 people who download it." Another example, "Our free report will only be offered for 3 more days! So download it now before it's too late!" Just include your ad in the freebie.

82 You could give more details about your freebie. List the benefits, features, what problems the freebie will solve, etc. For example, you could say, "Our free e-book will show you how to (benefit) in (no.) months!" Another example, "Our free e-zine will help solve your (topic) problems forever!"

83 You could describe your freebie to sound more attractive. For example, instead of "free report" you could say, "free never-released top secret document". Another example, "Download our "never-seen-before" free report!" You need to describe it so it raises their curiosity and interest.

84 You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would definitely increase your freebie's value. For example, you could say, "Check out what others are saying about our free graphics!" Another example, "Look what (famous person's name) says about our free web site templates!"

85 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?" Another example, "500 people have downloaded our free e-book just today!"

86 You could add proof of results in your ad copy. You should include testimonials, endorsements and factual statistics to prove your product's claims. You should only publish statements that are believable and have specific results. For example, here is a good line from a testimonial, "I increased my sales by 678%!"

87 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 in return. You could also let them focus on how to improve your products.

88 Make it easy for your customers to navigate around your web site. Have a "FAQ" page on your web site to explain anything that might confuse your customers. Ask them to fill out an electronic survey to find out how to make your web site more customer-friendly. Answer all their questions and concerns in a timely matter.

89 Resolve your customers' complaints quickly and successfully. Answer all e-mails and phone calls within an hour. If possible, you as the owner of the business, should personally take care of the problem. This will show your customers you really care about them and want their business in the future.

90 Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts. Give them your home phone and cell number too.

91 Make sure employees know and use your customer service policy. Give your employees bonuses or incentives to practice excellent customer service. Tell employees to be flexible with each individual customer; each one has different concerns, needs and wants. Give them a "policy pamphlet" to keep at their work space which will remind them.

92 Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them

online greeting cards on holidays or birthdays. You could always send a back-end product offer with any contact you make. Award bonuses or points to your customers who make big purchases.

93 Always be polite to your customers. Use the words 'you're welcome', 'please', and 'thank you'. Be polite to your customers even if they are irate with you. Always apologize to your customers should you make a mistake. Admit your mistakes quickly and make it up to them in a big way. You can make it up by giving discounts, rebates, refunds, gifts, etc.

94 Reward customers one point for every dollar they spend. Let's say your customers can get a free computer for 300 points. That means your customers will spend \$300 on your products and services to get enough points to get the free computer. You will make a bigger profit off each customer in the long run.

95 Build strong relationships with your customers. Invite them to company meetings, luncheons, work shops or seminars. Create special events for your customers, like parties, barbecues, dances etc. It will make them feel important when you include them in regular business operations and special events. Treat them like you would your best friend or family member.

96 Utilize holidays to increase your visitors or sales. You could give away free electronic greeting cards,

hold discounts, send customers holiday cards, etc. Also don't forget to reward your employees on most holidays. A happy employee can help you increase your sales and visitors too.

97 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. You could charge a fee for the seminar or hold it for free and mention or sell your products at the seminar.

98 Start a free e-book club on your web site. People could sign up to receive a free e-book from you each month. Just include your product's ads in the e-books. Allow them to give away the free e-books too. All those e-books floating around will increase your traffic and sales.

99 Give away your products or expertise to Internet business newbies. Just ask them in return to place your link on their web site. Those newbies are the future of online business. They could become your friend, ally or strategic business partner down the road.

100 Trigger your visitors to buy your products by using colors. You should totally relax and think about which colors would compel prospects to order. For example, if you were selling a business product, you could use green as it usually represents money and prosperity in the business world.

