

Six-Figure Secrets: 100 Powerful Promotion Tactics!

by Larry Dotson

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1 Allow people to download software or e-books from your web site at no cost. Just ask your visitors if they'll refer their friends to your web site in return. For example, you could require people to refer 3 people via e-mail before they actually download your free e-book.

2 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. For example, if I was having money problems and I suddenly saw a bumper sticker about getting out of debt, I might go home and visit that web site.

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

4 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. You could also order a large number of them and donate them to a local sports team. People in the stands at each game would see your web site address.

5 Give your visitors a free net video. You could also include your own ad on the video and allow other people to give it away. If you don't want to take the time to create one, you could ask other people permission to use their video. They will just want you to advertise their product too.

6 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. You could also perhaps pay a local cab or truck shipping company to place them on their vehicles to get extra exposure.

7 Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product. For example, "I personally guarantee my product will work or your money back." Another example, "(title) Research Inc. has documented, proven studies our product will..."

8 Create a net audio with your advertisement and link of your affiliate web site. The subject of the free audio should draw your target audience to download it. Also submit it to some audio directories. The more exposure your free audio gets, the more your ad will be seen.

9 Have some duffel 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. You could also donate some to exercise gyms, school kids, sports teams, etc. This would give you a wide variety of people who would see your ad.

10 Have some pens imprinted with your web site

address and other business information. When you have finished filling out your check or signing receipts, leave it for the next person to use or keep. You could also give a number of them to your employees and friends.

11 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. You could donate some to the local coffee shops and increase your web site exposure.

12 Advertise the product you're reselling in your signature file. Use an attention-getting headline and a good reason for them to visit your affiliate site. Make sure your sig file doesn't go over 5 lines. Also include your name, occupation, business name and e-mail address.

13 Visit business discussion boards regularly. You could discover helpful advice, online resources, and take the opportunity to give your own two cents worth. Plus you can get free advertising. On most boards you can include a text link to your web site. It doesn't matter if you ask questions, give answers or inform people.

14 Create a free e-zine. Use your e-zine to advertise the affiliate programs you've joined. Submit your e-zine to online e-zine directories and promote it on your web site. Trade e-zine ads with other publishers.

Announce your e-zine to e-zine announce lists.

15 Interview famous people who your visitors want to know more about. Publish the interview in article or audio format on your web site. For example, if your target audience is business owners, you could interview other business owners, business experts, opportunity seekers, web marketers, affiliate program owners, business authors, etc.

16 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. For example, you don't want to buy a business opportunity ad in a football magazine unless it is related to sports. If you are sending your ad to a general audience, make sure they have a section for your particular sub-set of that audience.

17 Focus your site on your visitors' desires, not on yourself. They want to know what's in it for them, not that you won an award for your business. For example, don't make your ad mostly about what you have done, make it about what benefits the reader will get for buying.

18 Try not to get caught up in loading your site up with technological gizmos and gadgets. Concentrate on your words, they will do the actual selling. For example, some of those high tech things make your web page load slower and some people won't want

to wait around when there are thousands of web sites similar to yours.

19 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. For example, get people's attention by using a wacky or funny picture of yourself. Another example would be to spell your headline backwards.

20 Offer a free online service from your web site. Have visitors fill out their contact information to sign up for the free service. For example, if your visitors are webmasters, you could offer a free web site design critique service. Another example would be to offer an online graphic creation service.

21 Ask visitors to sign your guest book. Tell them you will give a free gift in return. When people sign your guest book, they will usually leave helpful advice on how to improve your web site and product. They will sometimes leave compliments which will brighten your day.

22 Increase your profits by concentrating on small details. Improving small things like text size, color, or graphics can really make a positive difference. For example, if people can't read small text how are they are going to buy your product? Another example, why would somebody spend time at your web site if your colors are all bright ones and hurt their eyes?

23 Allow visitors to submit a free classified ad on your web site. Require them to give a valid e-mail address in order to post an ad. You could also require them to give you a reciprocal classified in return on their web site, in their e-zine, on their autoresponders, etc.

24 Keep your web site consistent. You don't want things on your web site that are unrelated to your theme. For example, if you went to a web site and one page was blue and the next page was pink, then the next page was green, wouldn't you think very hard before purchasing their product? It would look very unprofessional to you.

25 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. For example, you could say "My name is (your name). I started this candy business back in 1975 with my brother Jim. In 1999 we brought our business to the web and now we ship our candies to 50 countries around the world."

26 Offer other web sites free content to post on their web site. Include your link on all of your content. The content should related to your web site because it will be in front of your target audience. You could include your link in your resource box or subtly mention it in your article.

27 When you visit a web site you've enjoyed a lot, write a review for the site. Write about the benefits you gained from it. Tell them they can publish it on their web site if they link to yours. If you can, try to capture people's e-mail addresses by offering a free e-zine or autoresponder course below the review.

28 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. This may also help you increase the number of people who subscribe to your e-zine. You could also allow people to use your full issue for their own e-zine as long as they include your links.

29 Market your web site as a free web book. Design your web site with a title page, table of contents, chapters, etc. Just allow other people to give away the web book by linking to your web site. You will be getting traffic and people will be giving away a free web book to their visitors.

30 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 web site. You could also have your own article in a prime position for republishing.

31 Allow other web sites to use your discussion board

for their web site visitors. Just have them link directly to the discussion board. Include your web site's ad or banner ad at the top of the discussion board. You could also post to it regularly to get increased exposure.

32 Start a Members Only web site. Tell visitors what's in your Members Only site and what it costs to gain access. Offer them a free membership if, in exchange, they link to your web site. This will be a real bargain for them instead of paying to get access to your Members Only web site.

33 Offer your visitors a free sign up to your affiliate program. Pay them commission to sell your products or services. Just give them an affiliate link to track their sales. People will link to your web site to make extra money. You could offer monthly contests and bonuses for your affiliates too.

34 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. You could give out awards every day. Each award you give out is a link back to your web site.

35 Are you an expert on a particular subject? Offer people free consulting via e-mail if, in exchange, they link to your site. People will consider this to be of huge value because consulting fees can be very expensive. For example, you could say, "Get A FREE

30-Minute Consultation For Linking To Our Web Site For One Month!"

36 When you purchase a product and it exceeds your expectations, e-mail a testimonial to the company. Make sure your statement is detailed. Give them permission to publish it on their web site if they link to your site. For example, under your testimonial you could sign it "(your name) Author of (your book) Visit (your site)."

37 Create a directory of web sites on a specific topic. Give people the option of adding the directory to their web site by linking to it. Put your business ad at the top of the directory's home page. For example, you could say, "Add This Directory To Your Own Web Site!"

38 Exchange content with other web sites. You could trade articles, top ten lists, etc. Both parties could include a resource box at the end of the content. You could also trade content with other e-zine publishers, autoresponder publishers, e-book publishers, report publishers, etc.

39 Allow people to download software at no charge from your web site, if they link to your web site. The software could be freeware, shareware or demos. You could set up joint venture deals with software creators. You could also allow other people to give the software away with your ad in it.

40 Offer your e-book as a free bonus for buying one of your main products or services. People will buy the product or service more often when you offer a free bonus. For example, you could say, "Get a free e-book when you order our (product) before (the date)!"

41 Allow people to download your e-book for free if they give the e-mail addresses of 3 to 5 friends or associates who would be interested in your e-book. This will quickly build your e-mail list. For example, you could say, "Download Our E-book At No Cost If, In Exchange, You Refer 3 Of Your Friends To Our Web Site By E-mail."

42 Create a directory of web sites in e-book form. List people's web sites in the directory that will agree to advertise the e-book on their web site or e-zine. This will give them an incentive to give away or advertise your e-book. For example, you could say, "Get A Free Ad In Our Free E-book In Exchange For Linking to Our Web Site!"

43 Allow other people to give away your free e-book. This will increase the number of people who will see your ad in the e-book. You could also include a mini catalog of all your products or services that you offer in the e-book. You could include your own products or associate program's products in the e-book.

44 Gain new leads by having people sign up and give you their contact information before they can download your e-book. This is a very effective way to conduct market research. For example, you could get their first and last name, e-mail address, web site address, mailing address, etc.

45 Make money selling advertising space in your e-book. You could charge for full page color ads, classified ads or banners ads. You could also trade advertising space in your e-book for other forms of advertising. For example, you could say, "Promote Your Business In Our Free E-book For Only (\$). It's been downloaded over 5000 times!"

46 Give away the e-book as a gift to your current customers as a way of letting them know you appreciate their business. Place an ad in the e-book for a new back-end product you're offering. For example, you could say, "We Are Giving You This E-book As A Way To Say Thanks For Being One Of Our Most Loyal Customers."

47 Get free advertising by submitting your e-book to freebie and freeware/shareware web sites. This will increase the number of people who will download your e-book and see your ad. Those web sites already attract a lot of people that are on the look-out for quality free items.

48 Make money by selling the reprint rights to those who would like to sell the e-book. You could also make even more money by selling the master reprint rights. This would allow other people to sell the reprint rights. You could also include your ads in the e-books. Every time someone reads it or sells one, you'll get exposure.

49 Hold a contest on your web site so people can win your e-book. You'll get free advertising by submitting your contest ad to free contest or sweepstake directories. You could also offer the reprint or master reprint rights as a price so your e-book spreads all over the Internet with your ad in it.

50 You will gain valuable referrals from people telling others about your e-book. Word-of-mouth advertising can be very effective. For example, how many times have you bought something because one of your friends or family members recommended that you buy it?

51 Make money cross-promoting your e-book with other people's products or services. This technique will double your marketing effort without spending more time and money on your part. For example, you could package your business e-book with a search engine submission service.

52 Increase your e-zine subscribers by giving

away your e-book to people who subscribe to your e-zine. This will give people an incentive to subscribe. Allow your e-zine subscribers to also give it away to multiply your subscribers. For example, "Get Our Free Marketing E-book When You Subscribe Now!"

53 Give away the e-book to people who join your affiliate program. This will increase the number of people that sign up. You could also create an e-book for them to use that will help them promote your product or service. For example, you could customize it so that each affiliate can have their affiliate link inside the e-book.

54 You can get ad copy ideas by studying similar products' advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc. For example, if you have seen a good idea for a guarantee, you could add some of your own ideas to it and adapt it to your ad. But don't just copy it, of course.

55 Offer a free e-book that contains a couple of sample chapters. If they like it, give them the option of ordering the full version. It would work just like a software demo or shareware. For example, how many times have you had a sample of something you enjoy and later on ended up buying it?

56 You could tell them what the freebie is worth with a dollar amount. For example, "Subscribe to my free

e-zine! A \$199 value!" Another example, "You'll get \$1245.95 of bonuses!" You could also remind them that the value of the bonuses make up the cost of the product they're buying.

57 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!" Another example, "Download our free business e-book and get a free report valued at \$47!"

58 You could tell them the freebie is only available for a limited time. For example, "Download our free e-book, this free offer will only be available until May 30, 2000." Another example, "Subscribe to our free e-zine before midnight tonight and get free access to our Members Only web site."

59 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. For example, you could publish your advertising copy and tell them your product will be released on a certain date. You then could have them e-mail an autoresponder to be reminded when it's released.

60 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. For example, you could say, "I know you're really looking for a good

bargain.” Another example, “I know you don't want to pay a lot for Internet access.”

61 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. For example, you could say "Thanks for ordering our product. If you would like to learn more about web marketing, I highly recommend (affiliate product)!"

62 Use a redirect page to boost your sales. People think the long affiliate URLs look unprofessional in e-mails, so you could redirect them to a web link. For example, if you sign up to an affiliate program and it has a really long URL, you could use a redirect page to shorten it in your ad. It would take your customer to the redirect page and then send them to the target web site.

63 Create an extra income from your web site by charging for consulting. The consulting should be related to your web site's theme. For example, you could give free 15-minute consultations as a sample. You could do them by phone or in a chat room. If people like it they will pay your hourly fee for more advice.

64 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. It will be a mystery for them. Some will order just to

find out what the surprise bonus is. It makes them really curious.

65 Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc. For example, you could say, "Our product comes with step-by-step, easy ordering instructions!" Another example, "Our web site offers 5 easy ways to order!"

66 List any related books that you've written in your ad. When you list a book or books you've written, it gives you credibility because it shows you're an expert. For example, you could say, "I've written over ten books and e-books on marketing and copywriting including the best seller..."

67 Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy. For example, you could say, "We want you to feel safe and secure. That's why we offer you the most secure online ordering system."

68 Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for considering your product. For example, "You are a very intelligent person for waiting to learn more about e-book marketing."

69 Most people are curious about things that could

affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad. For example, you could say "If you order before June 24, 2002, you will also get a Secret Mystery Gift valued at \$200!"

70 Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product". For example, you could say "It will be the smartest investment you've ever made!" Another example, "This will be your most profitable investment of 2002!"

71 Publish your web site in e-book format. Put the e-book on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people who buy your product or service. For example, would people open up your direct mail envelopes right away if they feel a disk or CD-ROM in them?

72 Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc. For example, you could say, "Just Released: A New Healthy System For Losing 10 Pounds In 1 Week!" Another example, "Breaking News! Scientists Have Discovered A Revolutionary Way To Eliminate Stress!"

73 Most people want to solve their problems. Tell your prospects what problems they have and how

your product can solve them. For example, you could say, "Aren't you tired of being in debt? Aren't you tired of struggling pay check to pay check? Well now you don't have too. Our product will end your debt problems forever..."

74 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. For example, you could say, "Order before June 23, 2002, and get a second one for a friend. Just imagine how happy your friend will be when you give them this incredible product."

75 Most people want to get over obstacles so that they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product. For example, you could say, "Just imagine getting back into your prom dress or going out in public without being stared at."

76 Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product. For example, you could say, "Imagine how much your girlfriend will love you when you buy her this stunning diamond engagement ring!"

77 Most people want to associate with others who have the same interests. Give your prospects a free membership to a private chat room just for them.

For example, you could also attract traffic to your web site by providing a free message board or chat room.

78 Most people want a clean environment. Tell your prospects that you'll donate a percentage of your profits to help clean up the environment. For example, you could say, "I will donate \$1 from every product I sell to help clean up the environment."

79 Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product. You could contact a highly recommended restaurant and ask them if they would like their ad on your web site in exchange for providing you with coupons to their restaurant.

80 Most people need or want new information to absorb. Give your customers a free e-book or tip sheet when they purchase your product. For example, you could say, "When you buy 2 or more products at the regular price, I'll send you an e-book with 1000 recipes for apples."

81 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. You can also do this with free e-books too. Get others to promote the free e-book in exchange for an ad in it.

82 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 you're selling. For example, "If you would like to learn more detailed information about publishing an e-zine, I highly recommend visiting [http://www.\(your web or affiliate site\).com](http://www.(your web or affiliate site).com)".

83 Encourage your customers or visitors to e-mail you questions about your product or web site. Just include your sig file with your reply. For example, here is a sig file:

Larry Dotson
Co-author Of The E-book "Hypnotic Selling Tools"
Visit <http://www.hypnoticsellingtools.com>

84 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. For example, if you gave away 100 free web pages and got only 1 hit a week off each one, that would be an extra 5200 visitors a year!

85 Design web sites for other businesses for free. Just require them to publish your banner or text ad somewhere on their home page. For example, you could create web page templates and graphics for them. Other people will see your work and want to visit your main web site for more information.

86 Make your potential customers forget about the competition. Just tell them to forget with a factual and believable reason why they should. For example, you could say, "You should just forget about doing business with our competition, they don't offer free shipping like we do."

87 Set up a joint venture with your competition if you can't beat them. You could agree to work together to beat the other competition then share the profits. For example, you could create a product together that you both could promote or you both could share advertising costs to promote your businesses together.

88 Visit chat rooms where your potential customers would gather. You can lurk and do market research or mention your product to people. For example, you may read many of the same posts about wanting to learn more about e-book marketing. So, right there would be a good product idea.

89 Make your web site "sticky" by building a large directory of web sites your visitors would enjoy. It saves them precious time searching for them. For example, if your target audience is interested in online greeting cards, create a web site directory full of links to similar sites.

90 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. For example, if you had 1000 members, that would be 1000 people indirectly promoting your web site without paying them affiliate commissions.

91 Make extra revenue by selling advertising space on your web site, in your e-zine, in your free e-books, on your classified ad site, etc. For example, you could have a list of all the spaces your visitors could advertise and the price of each space.

92 Switch your marketing plan when your market dies for your product. Be flexible and redesign your product for a different market. For example, if your e-book is about starting an accounting business, you could rewrite it for a gardening business.

93 Make your web site worth revisiting. Give your visitors original content, free e-books, information web site links, free useful software, etc. For example, if thousands of other web sites are promoting the same free e-book and that's what you're promoting too, people are likely to have already downloaded it and won't visit your web site.

94 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 thank you e-mail. For example, you could say, "Thanks for placing a link on my web site. I would also like to tell you about a new product we just released..."

95 Reward your customers for giving you product feedback. It could be discounted products, useful software, information products, etc. For example, you could say, "Anyone who gives us helpful feedback on how to improve our product will get a free business e-book."

96 E-mail each visitor a satisfaction questionnaire after they purchase. This will allow you to improve your order system, customer service, site, etc. For example, you could say, "Thank you for ordering. So we can improve our business in the future for you, can you please take a few minutes to fill out this satisfaction questionnaire?"

97 Give a percentage of your profits to a cause your customers would like. It could be a charity, school, environmental improvements, etc. For example, you could say, "Our business will donate \$2.50 from each product sold to the local library to help teach kids how to read."

98 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. For example, if someone e-mails and says, "I think your product stinks because your instructions are impossible to understand!", you should find a way to make the instructions clearer.

99 Try bartering before you buy services, supplies and equipment for your business. You can use the extra money you save on advertising your business. For example, you could trade advertising instead of paying for it. You could use the extra money you save to upgrade your web site, product or customer service.

100 Give away a follow-up e-mail course on an autoresponder. Include your ad with each lesson. People will buy quicker when they see your ad repeatedly. For example, how many times have you bought something because you have seen the advertisement on TV over a period of a few of weeks?