



# **Skyrocket Your Sales**

**How to Engineer Your Campaign Into A Profit-Pulling  
Powerhouse!**

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# Introduction

As you may already know the Internet Marketing niche is a small market with a ton of competition. So it is important to make sure you present your target audience with the most powerful selling points of your IM product.

In this report I list 20 powerful benefits that most marketers look for in an Internet marketing product. Each one comes with a number of copywriting examples. They will give you a bunch of different ways to describe the benefits of your IM product.

## 1) Increase Your Sales

Tell your prospects that your product will increase their sales. It's almost always number one on a business's list.

There are many different phrases you can use to express it like:

raise your profits	boost your riches
maximize your returns	magnify your bottom line
multiply your revenue	strengthen your funds
skyrocket your earnings	stimulate your wealth
soar your finances	widen your cash flow
springboard your income	thicken your bank account
triple your money	swell up your capital
propel your orders	amplify your commissions
enlarge your deposits	expand your conversions
inflate your finances	blow up your sales numbers
income streams	

## 2) Increase Your Traffic

Tell your prospects that your product will increase traffic to their web site. The more people that visit the more direct and indirect sales they will get.

Here are a bunch of ways to say it:

accelerate your clicks	amplify your web site viewers
balloon your ad copy spectators	build up your clickthroughs
catapult your blog readers	elevate your traffic ranking
boost your search engine position	add to your opt in sign ups
blow up your co-reg sign ups	double your referrals
broaden your JV partners	enlarge your emailing list
erupt your autoresponder opt ins	explode your traffic
escalate your forum participates	expand your leads
ignite your visitors	multiply your mailing list
increase your E-zine subscribers	soar your hits
widen your audio listeners	raise your affiliate force

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enlarge your resellers	propel your video viewers
inflate your click through rates	triple web site shoppers

### 3) Automate Your Income

Tell your prospects that your product will help them make automated income. Businesses like 'set and forget income that they only have to promote once and it comes in every day, week, month, quarter or year.

Here are a few examples:

consistent revenue	constant royalties
steady income	dependable sales
lifetime orders	continual payments
reliable wealth	eternal riches
perpetual profits	everlasting earnings
permanent revenue	infinite royalties
continuous sales	regular commissions
passive wealth	reoccurring riches
residual profits	long lasting earnings
stable revenue	continual royalties
duplicated income	repetitious sales

### 4) Defeat Your Competition

Tell your prospects that your product will help defeat their competition. The less competition they have the more money they will usually make. There are many different ways to say competition like adversaries, challengers, opponents, competitors, foes, enemies, rivals, nemesis etc.

Plus there is a ton of words that mean "defeat" your competition.

Here is a list:

baffle	bash	beat	belt	clobber	conquer
crush	control	corner	defeat	destroy	dominate
exceed	exhaust	fatigue	foil	hammer	mangle
maul	out market	out sell	outdo	over match	overpower
overtake	overthrow	pelt	pommel	pound	prevail
rip	rout	ruin	rule	shrink	smack
smash	spoil	squish	stay ahead of	stomp	subdue
surpass	thrash	thump	takeover	topple	tire out
trash	triumph over	trounce	wallop	wear out	whack
whale	whip				

## 5) Improve Your Status

Tell your prospects what type of successful business person your product help them become. You want to use a title that will persuade them to buy.

Here are some influential titles:

super affiliate	dignified expert
wealthy tycoon	promotional master
creative entrepreneur	commerce specialist
brilliant business owner	advertising wizard
bright businessman woman	influential storekeeper
a business authority	power seller
marketing guru	clever professional

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niche genius	established executive
accomplished CEO	highly acclaimed retailer
distinguished salesman	industry leader
legendary marketer	head honcho
heavy hitter	sophisticated president
skillful web master	experienced boss
corporate giants	recruiters
winner sponsor	self-made millionaire pro

## 6) Gain Marketing Features

Tell your prospects what kind of content will be included in your marketing info-product. Businesses like to learn new tips, strategies and secrets.

Here are some feature ideas:

tools	specialties	visions
strategies	tactics	thoughts
ideas	theories	secrets
components	additives	solutions
concepts	procedures	tricks
systems	resources	formulas
recommendations	plans	recipes
case studies	tests	interviews
projects	contracts	steps
proposals	methods	programs
processes	elements	ingredients
objectives	blueprints	questions
schemes	answers	techniques
results	models	surveys



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questionnaire	templates	outlines
features	niches	tips
layouts	classifications	descriptions
directions	experiments	benefits
polls	graphics	stories
forecast	factors	myths
designs	instructions	facts
goals	training opportunity	visuals
videos	audios	text
trends	campaign	advantage
indicator	schedule	checklist
lists		

## 7) Gain Marketing Benefits

Tell your prospects the all the things they could buy with all the profits your product will make for them. People are in business to mainly make money so they can buy the expensive stuff they want.

It could be:

vacations	priceless art	traveling
expensive heirlooms	cruises	high cost trucks
jets	mansions	private planes
condos	helicopter rides	private cabins
massages	sports cars	first class air flights
luxury cars	tours	huge houses
boat voyages	valuable land/property	rare antique
premium	medical insurance	yachts
high priced phones	safari's	expensive computer equipment

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sail boats	home theater system	house boats
big screen TVs	summer homes	high priced schooling/training
speed boats	premium performances/entertainment	jet skies/four wheelers
expensive jewelry	rare artifacts	rare/expensive furniture
high priced clothes	motorcycles high	exercise equipment/home gym
swimming pools/spas	quality meals/food	private chef
maid service/butlers	expensive restaurants	high cost, private events
priceless	hotels stays	

## 8) Avoid Financial Problems

Tell your prospects what kind of bad things your product will keep them from experiencing. Just like individuals, family, and employed people, businesses owners can go through rough times too.

Here are some instances:

random product busts	downturns	unanticipated business chaos
unforecasted economic collapses	unexpected circumstances	unstable economic slumps
customer complaints	random employee emergencies	unforecasted economic conditions
unexpected financial crisis	sudden market collapses	unanticipated saturated market
volatile world crisis	operating price increases	customer spending declines
sudden high unemployment rates	unstable business debts	unpredicted legal liabilities
unpredicted slow cycles	unforecasted business	great depression

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	obstacles	
Irregular marketplace turmoils	stock market dips	unstable recession periods
competition price decreases	unpredicted negative cash flow	sudden legal disputes
personal health misfortunes	irregular weather disturbances	bad financial decisions
unforcasted money shortages	irregular stagnations	sudden niche slowdowns
random employee mishaps		

## 20) Reduce Your Costs

Tell your prospects that your product will help save them money now or down the road. Your product could reduce related business costs, expenses, payments, expenditures, overhead, etc.

Here are some reduction words you could use:

cheapen	ease	shear	clip	fade
drop	collapse	lessen	shrink	curb
lighten	sink	cut	lower	skin
cut down	mark down	slash	dampen	melt
slice	decrease	minimize	soften	depreciate
nip	strip	diminish	peel	take down
dip	pinch	trim	dissolve	reduce
weaken	downgrade	shave		

## 9) Increase Conversions

Tell your prospects that your product will improve their marketing materials conversion rates. All marketers have some kind of ads to promote their IM products and they want to make the most out of each visitor because traffic can sometimes be difficult to get.

Your prospect can persuade people to buy. You can use words like:

persuade	influence	convince	urge	seduce
tempt	prompt	allure	entice	interest
lead	attract	drive	push	arouse
propel	cajole	induce	sway	inspire
lure	tempt	motivate		

Your product can remove or lower buying objections. For example:

remove buying objections	lower spending procrastination
end spending opposition	eliminate purchasing concerns
stop investing resistant	halt buying defenses
terminate purchasing hesitation	lessen shopping rejections

Your product can:

ad scanners into admirers	ad skimmers into advocates
ad spectators into affiliates	ad viewers into assets
applicants into backers	bashful people into buyers
candidates into cash flow	cheapskates into clients
choosy people into consumers	clicks into customers
clickthroughs into earnings	community into endorsers
co-registrations into enthusiasts	critics into fanatics
delayers into fans	detractors into followers
disbelievers into gold	disbelieving people into groupies
distrustful people into income	doubters into loyalist

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examiners intomoney	E-zine subscribers into obtainers
freebie seekers into orders	frugal people into paid members
hesitators into paid subscribers	hits into payers
lagers into profits	latecomers into purchasers
leads into referrers	leery people into re-purchasers
lingerers into resellers	list subscribers into revenue
loiterers into riches	lookersinto sales
mindful peopleinto shoppers	misers into supporters
naysayers into wealth	nitpickers into well-wishers
onlookers into owners	opt-ins into spenders
penny pinchers into admirers	procrastinators into advocates
product reviewers into affiliates	prospects into assets
readers into buyers	referrals into cash flow
scrooges into clients	self-restrained people into consumers
shy people into customers	signups into earnings
skeptics into endorsers	stingy people into enthusiasts
stragglers into fanatics	suspicious people into fans
target audience into followers	the public into gold
thrifty people into groupies	tightwads into income
timid people into loyalist	traffic into money
trials into obtainers	unbelievers into orders
uncertain people into paid members	undecided people intopaid subscribers
unsure people into payers	visitors into profits
walk-ins into purchasers	watchful people into referrers
bargain hunters	hagglers
window shoppers	

Your product can improve their current ads:

better	enhance	enrich	perfect	refine
rectify	reform	remedy	help	revise
upgrade	intensify	strengthen	touch up	mend
illuminate	enlighten	fix	solidify	energize
beef up	fortify	bolster	reinforce	

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Your product can give people an impulse or reason buy:

addiction	appetite	aspiration	basis	consideration
craving	desire	drive	factor	fixation
hunger	impulse	expectation	incentive	inclination
inducement	inspiration	intention	interest	itch
motivation	motive	notion	obsession	purpose
push	reason	sentiment	sensation	trigger
spark	stimulus	surge	thirst	thought
twitch	urge	visualization		

Tell your prospects the things or people they could afford to add to their business from the results of your product.

Here are some ideas:

accountant	editor	news person	technical writers	administrator
executive	office worker	telemarketer	affiliate manager	secretary
operator	trainer	advocate	exporter	organizer
treasurer	agent	financier	president	vice president
artist	foreman	press release writer	video developer	assistant
freelance writer	producer	video producer	attorney	ghostwriter
product designer	virtual assistant	audio developer	grant writer	programmer
web content writer	auditor	graphic artist	proof reader	web developer
author	graphic designer	regional administrator	web designer	book keeper
guide	representative	web master	boss	instructor
salesperson	office furniture	broker	inventor	search engine

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				expert
computers	planner	journalist	auction seller	copier
cashier	laborer	software coder	fax machine	CEO
leader	software consultation	office space	chief	legal professional
software developer	office building	consultant	manager	speaker
business vehicle	copywriter	marketer	stockbroker	video/audio studio
counselor	mentor	superintendent	customer service person	merchant
supervisor	video director	middleman	system administrator	door-to-door salesperson
newsletter writer	teacher			

## 10) Mental And Logical Goals

Tell your prospects that your product will help accomplish the mental and logical expectations they have for their business.

It could be things like:

business	aim	cash flow	ambitions	economic
anticipations	financial	desires	income destinations	industry
dreams	profit	fantasies	revenue	forecasts
sales	goals	wealth intentions	business lifestyle	cash flow plan
economic predictions	financial projections	income prophecy	industry success	profit targets
revenue	sales wishes	wealth	business	wealthy

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visualizations		expectations	beliefs	emotions
economic feelings	impressions	judgments	outlooks	thoughts
views	impulses	mood	sentiments	sensations

## 11) Grow Your Business

Tell your prospect that your product will help grow their business. Business wants to keep expanding so they can increase their market share and profits.

You can say:

grow your business	cultivate a titanic firm
expand your company	erect an enormous
blossom your enterprise	form an immense service
circulate your organization	generate high rankings
own a huge business	manage multiple niches
assemble a massive store	hatch an immense market
build a big web site	manufacture a product line
develop a colossal empire	produce a gigantic franchise
construct a massive list	run an huge affiliate program
properties	



# Conclusion

This report will become a valuable reference when you are starting to put together your marketing campaigns. You'll always have a ton of Internet marketing ideas and examples right at your fingers.

You can use this manual to help write IM sales letters, e-mails and other promotional materials. It can be used for your own product or to create affiliate advertising campaign for others people's Internet marketing products.