

Selling Principles: 100 Super Success Formulas!

by Larry Dotson

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1 Turn part of your web site into a Members Only web site. Instead of charging for access, use it as a free bonus for one of your products. If you want to charge access, give them a little free information and include links on your web site that take them to

an order page to get the rest of the information.

2 Add a free classified ad section to your web site. You could then trade banner ads with other web sites that have free classified ad sections. You could also send a 'thank you' e-mail to people who submit their classified ad to your web site. Just include a brief ad or signature file about the product you're selling.

3 Let your past offline customers know about your web site. When they visit and sign up to your e-zine, it will remind them to shop at your online store in the future too. Some day you may not need that expensive offline store. Your web site might create most of your profits for you.

4 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. Of course, you could also send your e-zine in HTML format but some people don't like it or can't read it. You could show pictures of your products in your e-zine.

5 Take on as many of your business' chores as you can handle; outsource what you can't. Only you can determine how your business operates. You don't want too many people making all your decisions, but you don't want to take on so much responsibility that you become a workaholic.

6 Give people free bonuses when they order your product or service. The free bonuses could be books, jewelry, reports, newsletters, etc. Make their bonuses sound extra valuable by listing their retail value, either separately or together in one amount, or limiting how long you will offer the bonuses.

7 Offer a free e-book that's published right on your web site. People would have to stay at your web site to read it. You could have an ad above or below the content on the title page and every other page for the main product or service you sell. Even allow other web sites to link to your free e-book to increase your traffic.

8 Create a free e-zine directory. You'll attract a lot of traffic from e-zine publishers and people who want to subscribe to the e-zines. Your listings could include name, subscription instructions, publisher's name, etc. Of course you could put your own e-zine listing at the top of your directory to get extra exposure.

9 When you offer a freebie from your site, submit it to freebie sites. They provide target categories which mean targeted traffic. So if you're submitting software, you could submit it to the "free software" section. Just remember, some freebie sites want you to link to their web site before they will list your freebie submission.

10 Sell advertising space in your product package. You could sell inserts, flyers, brochures, booklets, and digital ads for electronic products. For example, if you sell an e-book, you could sell advertising space above each page, beginning of each chapter or on the title page.

11 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."

12 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.

13 Make commissions without joining an affiliate program. Just propose a joint venture offer to web sites that don't have affiliate programs. You could go to any search engine and find a compatible business without an affiliate program. Once you find one, buy the product. If you like it enough, ask the business owner if you can sell it for commission.

14 Multiply your marketing and advertising efforts on the Internet. You can accomplish this by starting an affiliate program, using viral marketing or both. For example, you could start an affiliate program and give your affiliates customized e-books with their own affiliate links to give away.

15 Find out who are your strongest leads for buying your product by offering a free e-zine. The visitors who are very interested will subscribe to it. Once they have subscribed, you can sell them related products again and again. Just make sure your e-zine has enough original content to keep them interested.

16 People love to get free things. A free e-book is perfect. They will visit your web site to get the free valuable information. You could also start your own free e-book directory and allow other authors to submit their e-books. You could be offering hundreds of free e-books in no time!

17 Keep your loyal customers happy because they are your future profits. Give them discounts and free gifts as often as possible. If you are thoughtful and loyal to your customers, most of them will be your customers forever. They will make up about 80% of your business and profits.

18 Have some T-shirts made with your web site address and other business information. Your family

or friends could wear them almost anywhere. Your online business could get a lot of exposure if one of your family members or friends wears your T-shirt to a crowded sports event or amusement park.

19 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 statistics. Affiliates want high or fair commissions, notification of sales, lifetime income, residual income, a good tracking system and professional training.

20 Persuade e-zine publishers or webmasters to run your ad for free. Just allow them to join your affiliate program and earn commission on the sales. You could also offer them a freebie, such as the product you're selling for free, an advertisement in your e-zine in return, etc. It also helps to compliment the publishers as well as praising their e-zines.

21 Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them. You could give all the members graphic links to place on their home pages. This would increase your membership and business exposure.

22 Publish an e-zine for your employees. This could motivate them to do a better job or keep them advised on where your business is headed. For example, you could include articles about friendly customer service,

being more productive, getting along with other employees, employee profiles, etc.

23 Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business. For example, you could find someone complaining about your customer service, an employee, your web site design, product, etc. Then you'll know what to improve.

24 Provide your visitors with free content. Your content will be more attractive to your visitors if it's up-to-date or original. You could also offer people the option to reprint the content in their e-zine or web site. If your content is super original, you could use something like "Never Seen Before" in your titles.

25 Offer a free online directory. The directory could be full of interesting e-books, e-zines, web sites, etc. If people find your directory to be a valuable resource, they will visit it over and over again. You could also put your whole directory into e-book format and allow people to give it away.

26 Have some business cards printed up with your web site address and other business information. Pass them out to people you meet or who might be interested in your business. You could also turn your business card into bookmarks and donate them

to a local library to give away to people who check out books.

27 Use free advertising as much as possible. Test a wide variety of free advertising options like banner and link exchanges, classifieds, newsgroups, ad swaps, joint venturing, viral marketing, web rings, message boards, trading content, etc. Don't be afraid to try something new.

28 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. You could also submit your articles to other e-zines for republishing and publicity. Just require them to include your resource box at the end of the article.

29 Answer all your e-mail messages as quickly as possible. Nothing will lose a sale quicker than not responding to a prospect in time. If you don't, it could anger your customers and they could ask for a refund. You may lose a sale because they want you to answer a question before they order.

30 Hold free online classes or seminars. They could be held in your web site's chat room. The idea of "live" information will definitely entice people to visit your web site. You will become known as an expert on the topic. You could hold them weekly or monthly to get people to revisit your web site again and again.

31 Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your web site. After every sale, follow up with the customer to see if they are satisfied with their purchase or have any questions.

32 End your slow sales periods by planning ahead. Plan to add extra bonuses, hold a sale or package your product with other products. For example, you could say, "Buy one, get one free!" Another example would be, "Buy over \$20 worth of products and get 5 free bonuses!"

33 Make more commissions from the affiliate programs you join by giving your personal endorsements for the products. They usually pull more sales than ads. For example, you could say, "This e-book sent chills up my spine! I highly recommend buying it!" Another example, "All I have to say is, 'Wow! It's that good!'"

34 Speed up your Internet access. You can get your online business tasks done faster, which will help you stay ahead of your competition. It can speed up your research, online marketing tools, Internet utilities, software downloads, etc.

35 Allow people who do not have time to explore your site to download your web site in e-book format.

This will allow them time to view it offline. Just compile it like you would a normal e-book. You could also turn it into a viral marketing tool by allowing people to give it away to others for free.

36 Give visitors a free entry into your contest or sweepstake. The prizes should be something of interest or value to your visitors. Most people who enter will continually revisit your web site to get the results. For example, if your target audience is business owners, your prizes could be computers, business e-books, business services, etc.

37 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. You could also send off a quick article or press release about it to get free publicity. You could also do this with popular search engine keywords and phrases.

38 Let visitors download free software. It could be freeware, shareware, demos, etc. You could even turn part of your site into a free software directory. If you created the software, include your ad inside and let other people give it away. You could also allow people to link to your free software directory so they could offer it to their own visitors.

39 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. Just publish your ad right above the chat room area. Your ad will draw extra exposure from all the other web sites sending traffic to it.

40 Offer free online services or utilities from your web site. They could be search engine submitting, copywriting, proofreading, etc. The service or utility should be helpful to your target audience. For example, if your target audience is e-book publishers, offer them a free e-book creation service.

41 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. For example, if you were selling products to net marketers, you would want to start an online marketing web ring. You would then draw your target audience.

42 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. For example, you could say, "Read 250 Free Net Marketing Tips So You Can Increase Your Sales! Plus Check Our Wide Selection Of Online Marketing E-books!"

43 Give free consulting to people who visit your web site. You could offer your knowledge via

e-mail or by telephone. People will consider this to be of huge value because consulting fees can be very expensive. You could also create a product by recording or saving the information you gave them and selling it to them as a handy reference.

44 Include a FAQ on your web site or via e-mail on an autoresponder. This will give your customers extra convenience without having to contact you. Of course there are some questions you can't answer by using Frequently Asked Questions. You will get questions that you never thought of, but you can just keep adding them to your list.

45 Buy advertising space on discussion board web sites. They are usually arranged by subject; that makes them highly targeted. For example, if you are selling gardening tools, you would want to advertise on gardening, farm, tool and lawn-related discussion boards.

46 Make your testimonials more powerful. You can have people include pictures, handwritten signatures and normal net contact information with each testimonial. Other ideas would be to have people produce an online audio sound bite or video clip of themselves, home or cell phone numbers, proof of their credibility or authority, etc.

47 Record all your new promotional ideas, good or bad, into an 'ideas' journal. Sometimes you can combine

ideas to create new ones to increase your sales. You never know when you, or someone you know, needs a new, profitable idea. Plus you could also sell your ideas to other business owners.

48 Convert your web site and free e-mail newsletter into different languages. This will increase your overall target market. You just won't be targeting just one language, you'll be targeting most of the major ones. Plus it wouldn't hurt to learn a few different languages for this new global economy.

49 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. You could make the freebie even more valuable to them if you allow them to give it away with their own customized links in it.

50 Remember your customers are always right, even if they are not. They are the lifeblood of your business. Resolve all conflicts quickly and painlessly. There are many businesses which are solely profitable from repeat business. You don't want to always have to rely on converting prospects into customers.

51 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. For example, wouldn't you like to go to one web page and have on it all the links you like to visit

or research?

52 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. For example, if your target audience is softball players, you would want to join affiliate programs that sell softball bats, balls, uniforms, magazines, etc.

53 Think of ways to get your site or business in the the news. You could sponsor a fundraiser, break a world record, hold a major event, etc. Simply write a press release about what you've accomplished, then send it to media outlets that cater to your target audience.

54 Have some flyers printed out with your web site address and other business information. Keep a few with you to hang on any bulletin boards you might come across. You could also team up with a grocery store and sell them ad space on the flyer. You could just have the clerks place a flyer in each customer's bag.

55 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 an online message system. Always be interested in what people have to say, answer their questions, give them compliments, and take the time to talk about things other than just business, etc.

56 Carry business cards with you wherever you go. Have your web address printed on them. You can hand them out to anyone you meet. Just think of all the people you meet on a regular basis: grocery clerks, post office workers, bag boys, family members, friends, salesmen/women, etc.

57 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. Of course you would want to contact targeted stations and shows which would want to know more about you and your area of expertise.

58 Join clubs related to your area of business. You could trade leads with other businesses. Learn new ways to run your business and sell your products. You could also create your own online business club. You could provide private chat rooms, message boards, articles, etc.

59 Think of a domain name for your web site that's easy to remember. It should be related to what your business does, sells or provides. If there aren't any business names available, use your actual birth name. You could at least brand yourself. Your own name will give you credibility.

60 Position your web site at the top of pay-per-click search engines. You will only pay your set amount

for each click-through you get to your web site. Just make sure your profits will pay for your advertising cost. If they won't, maybe you could share a web site with another related business and split the costs.

61 Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, web site or product. You can ask them at your web site, in your e-zine, on your message board, in your chat room, in your guest book, in your product packages, etc.

62 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. You could all include your ads and announcements in the e-zine. You could also take turns for the top advertising space.

63 Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements. People have taught themselves to ignore advertisements because they see hundreds of them every day. Endorsements usually don't look or sound like normal ads.

64 Outsource part of your workload to save time and money. You can spend more of your time and money promoting your business. You'll save money on employee costs, space costs, training costs, etc. Keep the work you enjoy doing to keep you motivated

and ship out the work you don't like.

65 Include a signature file on all the e-mails you send out. Provide your business name, phone number, e-mail and web address, etc. Also include a brief blurb for your business or the product you're selling. For example, you could say, "How To Wash Your Car In Two Minutes or Less!"

66 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. For example, if your business is selling toys, you could cross-promote a business that sells kids' games. You both have a similar target audience.

67 Create a friendly, long-term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis. You could follow-up with gifts, greeting cards, free things, coupons, special offers, reminders, your e-zine, helpful advice, etc.

68 Create strategic alliances with other web sites. You could exchange banner ads, sell each other's products as back-end products, cross-promote, etc. You could also create a web site together and promote it on your separate web sites. You would both just split the costs and profits.

69 Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after-sale services or an affiliate program. Other factors that would help are: your own domain name, a professional web design, a good-looking product graphic and persuasive ad copy.

70 Use time-saving promotional software. You can automate your search engine submissions, posting to online classified sites, etc. You may have to buy them, but you'll make up the money you spend by getting your other business requirements completed faster. Sometimes you can find this type of software for free on the web.

71 Allow your visitors to reprint the content on your web site. Just ask them to include your resource box and a link to your site in exchange. This will turn your content into a traffic machine and the external links will help increase your ranking in some search engines.

72 Place your ad in targeted e-zines. Ask the owner if you could place your ad in a higher position in exchange for a percentage of the ad's profits. You could also negotiate a lower ad price in exchange for you giving them affiliate commissions or an advertisement in your e-zine.

73 Save time and money by using ad submitters. You will reach a larger part of your target audience far

more quickly than by manually submitting your ad. You should manually submit your ad to the most popular web sites so you have a better chance of being listed or placed in a good position.

74 Create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional. Use crisp graphics, attractive color combinations, a readable text size, even spacing, even margins, bold headlines, indent benefits, etc.

75 Stop procrastinating and start finishing all your business tasks. Do one at a time. Don't get caught up thinking that you can never get them all done. Make a list. Do the easiest or most crucial one first and move down the list. Cross off each task as you complete it.

76 Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product. Invite them to online and offline events like free chat room classes, parties, dinner gatherings, business events, etc.

77 Hire a business coach to help improve you and your business. That could help increase your sales, motivate you, balance your workload, etc. It would be like renting an extra brain. You would have double the thinking power.

78 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. The world keeps changing and if you pause too long, you might miss out. You only live once.

79 Make sure you don't become a workaholic. Your mind needs time away from your business life. This will help your brain think clearly while working. The best time to get profitable ideas is when you're not thinking about them. They just pop into your brain

80 Create and follow short/long-term goals for your business. The short-term goals can create early success and the long-term goals can create future success. Design each goal so they all add up to your ultimate goal. Don't make your goals too unrealistic otherwise depression and frustration could move you farther away from them.

81 Include the reprint/reproduction rights with your product. This increases the perceived value because people can start a business and make money. You can also include some of your advertisements in or on the product. The more it gets resold, the more your ad will be seen.

82 Get the word out about your product and brand it. This increases the perceived value because people

believe brand name products are better quality. If you want to quickly brand your product, team up with an already branded business and use their name. You could just give them a percentage of your profits.

83 Participate in chat rooms related to the product you're reselling. Start a conversation with a person without trying to sell to him or her. Later on, while you are chatting, mention the product you're reselling. You could end up selling your product, creating a friendship or finding a joint venture partner.

84 Have some jackets printed with your web site address and other business information. Give them away to family and friends. When it's too cold for T-shirts, you can wear jackets. When your kids wear them to school, other kids may see your web site information and tell their parents about it.

85 Start your own affiliate program directory. Join a large number of affiliate programs and list them all in a directory format on your web site. Then just advertise your free affiliate program directory. You will earn commissions and gain sub-affiliates. Plus you could start an affiliate-related e-zine too.

86 Write your own affiliate program ads. If all the other affiliates use the same ads that you do, it won't give you an edge over your competition. Use a different ad to give yourself an unfair advantage over all the other affiliates. If you have sub-affiliates, tell

them to do the same.

87 Highlight all the important keywords and phrases in your ad copy. You could use bolding, underlining, different colors, graphic text, italics, symbols, indents and extra spaces to highlight the important words or phrases.

88 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. For example, many headlines have "you" in them because it looks and sounds more personal, like "How You Can Lose (no.) Pounds In (no.) Days!"

89 Join a web ring. It should attract the same type of people who would be interested in buying the product you're reselling. You could also trade links on your own with other related web sites. Also you could create an e-zine ring with other e-zine sites.

90 Participate on web discussion boards. Post your comments, answer other people's questions, and ask your own questions. Include your affiliate text link under each message you post. If they read your message and like it, they may click to see what else you have to offer them.

91 Gain free advertising by listing your business information in your chat room profile. Most chat rooms

allow this, but check their rules to be sure. For example, if you are in a chat room, some people will read your profile before they chat with you. They may see your short blurb about your business and visit your web site.

92 Tell your visitors exactly what you want them to do at your web site. You may want them to order products, subscribe to your e-zine, etc. For example, use phrases like, "Click Here", "Order Now", and "Subscribe Now", "Buy Before", "Sign Up Here", "Enter Your E-mail Address Here", etc.

93 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. You could also allow them to read through your e-zine and archive the back issues on your web site. Or you could charge access to the back issues because it would be original content.

94 Remind your web site visitors they can print out your content. They may browse around your online store while it's printing. They may read it at home, work, outside, etc. Other people might see what they're reading and want to visit your web site or subscribe to your e-zine.

95 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.

Your survey could ask them what kind of products they want, what they think of your customer service, how they like your web site, etc.

96 Offer your visitors free software that they can download right from your web site. While they are waiting they might read your ad. Also, if possible, include your ad in the software so after they open it, they'll see your ad again. This will help increase your sales.

97 Provide a huge online directory of information that your visitors could search through. The directory must contain information your visitors would want. It could be news stories, how-to articles, interviews, case studies, profiles, survey results, online audio, online video, e-books, reports, etc.

98 Make sure all your web pages load fast or your visitors will get bored and leave. Time is precious; they won't waste it waiting for your site to load. Don't use too many graphics and high tech gizmos. They may have a hard time finding your product ad.

99 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. You could tell them the benefits they get and the things they can do at your web site, like subscribe to your e-zine, read free articles, download free e-books, learn to increase their sales, etc.

100 Make your web site look professional. People will get turned off and leave if they see a lot of spelling and grammatical mistakes. You don't want any broken graphics or links either. Make sure your background colors don't make your text hard to read.