

# **Income Blueprints: 100 Sure-Fire Profit Plans!**

by Larry Dotson

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1 Make sure you show your readers that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today, they can buy it for \$69.95. You could also show them the difference they would be saving -

\$29.05.

2 Direct your ad headline to your target audience. Your readers will feel important and enjoy belonging to a select group of people who buy your product. For example, "Attention! Accountants, Discover A New Way To Increase Your Client Base!" Another example, "Warning! E-book Publishers..."

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

4 Use bullets to highlight the benefits of your products or services. Benefits are the key to selling anything, make them stand out in your ad. You can use dots, dashes, or circles to highlight them. You also could convert your product's features and bonuses into bullet format.

5 Give a money-back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonus or give them double their money back. You could also extend the guarantee's time limit to 60 days, 3 months, 1 year, or a lifetime.

6 Create traffic generators that people can add to their site without doing all the work. It can be an article directory, audio directory, web tool, etc. You just create it on your web space and maintain it. All your visitors would have to do would be to link to it.

7 Give your visitors compliments in your ad copy. This can earn their trust and put them in a good mood, in return they will be easier to sell to. For example, "You're really intelligent for taking time to read this ad copy." Another example, "You're a winner because you're trying to get over your obstacles."

8 Give your readers a couple of tips in your ad which will help them with their problem. This will give your business credibility and gain your readers' trust to buy your products or services. Plus, that will get them more interested in reading the rest of your ad copy and more likely persuade them to buy.

9 Add extra subjects to your web site. Most free ad sites only allow you to submit your web site to one category. This'll allow you to submit it to many. For example, you could submit your ad to the free e-book section if you offered a free e-book. Another example, you could submit your ad to the self-help section if you published articles about self-help information.

10 Increase the perceived value of your product by making your offer scarce. You could use limited time bonuses, low prices, low quantities, etc. One of the best ways is to make your product collectable. You could offer one version of your product with a serial number, then the next version with a different serial number, and so on.

11 Find out your competition's weakness and use it as your "Unique Selling Proposition". It's the reason why people buy your products and not theirs. For example, if your competitor doesn't offer free bonuses, you could. Another example, if they don't offer a guarantee, you could.

12 Make sure your site looks good in all browsers. You could be losing sales because it looks distorted in some web browsers. For example, would you buy a product from a web site that had the text all chopped up, had images out of place or had distorted colors? I doubt it.

13 Test your advertising and marketing. You'll save time, money and big headaches promoting the right offer to the right group of people. For example, if you know your ad pulls 5 orders out of 100 visitors, you know you would need 2000 visitors to sell 100 products.

14 Analyze all your promotional efforts. Concentrate on the ones that work and drop the ones that don't.

Don't waste your valuable time. For example, if you have an affiliate program that hasn't made a sale for two months, drop it or test a different ad. You want all of the 'real estate' space on your web site making some kind of profit for your business.

15 Persuade other web sites to link to yours. That can improve your search engine ranking. Just offer them something of value in return. You could offer them reciprocal advertising, free products, discounts, and anything else you can think of, just be creative when you construct your linking offers.

16 Create other web sites that draw your initial target audience. Then you can lead your prospects to your main web site by linking to your other web sites. For example, if you were selling investing tips, you could create another web site about saving money and promote it too. You would just include an ad for your investing web site on the money-saving web site.

17 Inform people about your site or freebie through e-mail announce lists. You can find them by typing "e-mail announce lists" in any search engine. For example, you could create a free e-zine and announce it. Anyone who subscribes will, of course, see your ads.

18 Tell your visitors what they can avoid by buying your product or service. This will motivate them to buy. They may want to avoid pain, fear, danger, etc. For

example, you could say, "Just imagine never having to be alone without a date on a Friday night again."

19 Offer to write exclusive articles (that means you only submit them to one place) for high traffic web sites in exchange for a link back to your site. You could also target high subscriber e-zines if they include your resource box. These publishers will publish them quicker because they will be the only ones with this content.

20 Create a positive online image. Tell your visitors about fundraisers you have sponsored or that you donate a part of your profits to charity. For example, you could say, "We regularly attend fundraisers and donate about 10% of our profits to charities and aid organizations."

21 Improve your customer service on a regular basis. Try out new technologies that make it easier to communicate with your customers over the net. For example, you could communicate with your customers or visitors by phone, instant message, web site messages, chat rooms, message boards, video conferencing, fax, e-mail, etc.

22 Ask your customers what they would like to see offered by your business in the future. This type of information can boost your sales. For example, you could find out they are interested in buying DVDs from your business. You could contact a DVD supplier and

start selling them as back-end products.

23 Make sure your web host isn't losing your sales. If you get an e-mail from someone who told you that they couldn't access your site, it might be your host. You should ask them what kind of tracking or back-up system they use to make sure your web site is always up and running for business.

24 Allow your visitors' experience to be an enjoyable one at your web site. Provide easy navigation, good content, fast loading graphics, search options, etc. You could offer online games that are related to your web sites theme. You could offer prizes to the high scorers too.

25 Keep changing or adding freebies to your web site. If people see the same freebie in your ads they will say to themselves, "Been there, done that". For example, you could introduce a new freebie every month. People will revisit every month to get the new freebie.

26 Add a directory to your web site. When visitors submit their web site, e-mail them confirming their link has been added and remind them to revisit. In your e-mail you could mention a product you are selling. You could also always send them an e-mail again to remind them to resubmit their listing when it expires (if the listings do).

27 Organize your marketing and advertising into a plan. Create a list of daily, weekly, monthly and all other future promotional plans. Try to follow your plan step-by-step every day. This will free up your time by being more systematic and organized. If the plan isn't working, don't be afraid to tweak it some.

28 Trade links only with web sites that you or your target audience would visit. They should offer their visitors valuable content or freebies. There is nothing wrong with filling your web site up with outside links if they're are interesting and helpful to your target audience.

29 Give people a free online utility. When you offer a utility that can solve a person's problem, people will definitely visit your web site. You could also allow other people to give it away as long as your ad is included in it. This would make a very powerful viral marketing tool.

30 Offer a free affiliate/reseller program. When you offer people a free opportunity to make money, they will line up to visit your web site. You should offer fair and high commission, affiliate training, a good tracking system, tested and proven marketing ads and other persuasive benefits.

31 Supply news stories related to your site. People want current news on the topics they are interested

in. You could also include new "how to" articles. For example, if there is a hot or popular news story going on, you could somehow relate it to your web site's theme.

32 Offer your visitors a free community. People like to have a place where they can have discussions with others on a particular subject. You could even create multiple online communities. For example, if you were selling gardening tools, you could have a message board to discuss gardening tips and a chat room about picking the right gardening tool.

33 Make people feel safe when they order. Explain to them you won't sell their e-mail address and all their personal information will be kept confidential. You could publish a strong privacy statement and explain to them how your secure ordering works in a little more detail.

34 Offer free samples or trials of your product. This will let people experience your product and attract people to your web site. You could also allow other people to give away your sample products. It would be like "viral pre-sell marketing".

35 Make your ad copy attractive. Your ad should list benefits before the features. Include guarantees and testimonials in your ad. Your ad should be easy to read, answer all the readers' questions, give them many ways to order and, most importantly, persuade

them to buy now, not later.

36 Remind people to come back and visit your site. They usually don't purchase the first time. The more times they visit, the greater the chance they'll buy. You could remind them with your e-zine, with a follow-up autoresponder course, an e-mail update reminder, etc.

37 Let people know anything about your business history. They'll feel more comfortable if they know who they are really buying from. You could tell them when you started your business, why you started your business, what kind of training you've had, how many employees you have ,etc.

38 Give people many ordering options. Accept credit cards, checks, money orders and other forms of electronic payments. You should be also open to adding new forms of payment as they become available. They could be the future and you don't want to be left behind.

39 Use reverse psychology on your banner ads. You could tell people not to click on your banner ad. For example, "Don't Click Here If You Are Comfortable With Your Looks." Another example, "Stop! Don't Click Here Unless You're Wealthy!"

40 Make your banner ad words as attractive as

possible. Use words like 'ultimate', 'powerful', 'sizzling', 'hot', etc. Your words should relate to and highlight your total offer. You could also use specific words. For example, you could say, "Click Here To Increase Your Traffic By 120%!"

41 Give a discount offer on your banner ad. People are always looking for good deals. You could offer a percentage discount, dollar discount, buy-one-get-one-free discount, etc. For example, you could say, "Get 50% Off Our New Viral Marketing E-book! Click Here Now!"

42 Consider outsourcing part of your work load to a virtual assistant. You won't have to pay the extra employee costs and you can save precious time. Virtual assistants can do a number of tasks: writing, editing, web page/graphic design, secretarial, accounting, bookkeeping, marketing, copywriting and much more.

43 You could offer your potential customers a monthly payment plan. Tell them they can pay for your product or service with easy monthly payments. For example, you could say, "You Can Own Our Product With 3 Easy Payments Of (\$)!" Another idea would be to eliminate one of those payments later on in your ad copy.

44 Use a strong guarantee on your banner ad. You could include the guarantee as a headline for your

offer. It could read 'double or triple your money-back guarantee', 'your lifetime money-back guarantee', etc. For example, it could say, "Keep Our Accounting E-book Even If You Ask For A Refund!"

45 Tell people to click on your banner ad. Newbies to the Internet may not even know they can click on banners. Just having the phrase "Click here" on your banner will increase your click-throughs. You could also make it a stronger command or order like "Click Here Now! or "Click Here Before It's Too Late!"

46 You could advertise a trial or sample offer. This will tell people there is no risk or obligation if they click on your banner ad and try out your product or service. For example, you could say, "FREE Sample Chapter Of The E-book...!" Another example, "Free Trial Membership To...!"

47 Tell people the major benefit of your product, web site or service on your banner ad. It could be benefits like 'make money', 'lose weight', 'increase energy', 'save money', 'save time', etc. For example, you could say, "Lose 20 Pounds In One Month!" Another example, "Make \$200 In One Day!"

48 You could advertise a free offer on your banner ad. People love free things. The freebie should relate to your target audience. If the freebie is attractive to them, they will click on the banner. For example, you could say, "Free Business E-zine!" or "Free

Garden Tips E-book!" or "Free 7 Lesson Investing Course!"

49 Keep people at your web site for as long as possible. Allow them to download free e-books, sign up for contests, use free online services, etc. This will help increase your sales. You could use pop-up pages, pop-under pages and exit pages too. But be warned, this can annoy some visitors.

50 Anticipate any objections your visitors may have about your product's offer. You must research your target audience's needs and wants. For example, your target audience may not like businesses that use free web site domains. Another example, they may not like to buy from web sites that don't accept offline checks.

51 Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you. For example, don't say, "You can make 1 million dollars in 2 days!" Another example, "You can fold paper at home and make up to \$2000 a day!"

52 Pick a good name for your business and product. Your names should be memorable and describe the kind of product you're offering. Names that rhyme are easy to remember. If you're selling information products you may want the word "publisher" in your business name. You also don't want your name to

have any offensive words or phrases in it.

53 Solve your customers' complaints by being quick and friendly. The faster you respond, the more your customers feel you care about them. You could set up a handy FAQ (Frequently Asked Questions) list. You could also add more ways they contact you faster, like by e-mail, phone, web message system, fax, instant message, cell phone, etc.

54 Never think your customers are satisfied with their purchase. You should be constantly finding new ways to better your product and service. You could give the free surprise gifts, survey your customers, take all their opinions and questions seriously, set up focus groups to improve your product, etc.

55 Market yourself, as well as your product. You could write articles, e-books, do free consulting, do speaking engagements, etc. You could tell your prospects a little bit about your personal history too. You could tell them when you were born, where you grew up, tell them about your parents and other family members, etc.

56 Find new target audiences for your products or services. For example, if you're selling coffee to stores, try to sell it to coffee shops too. You should always be opening new profit streams for your business. Try to brainstorm new profit ideas at least

once a week.

57 Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back-end product. For example, if you sell the reprint rights to your e-book it would spread because others would buy it and see your ad.

58 Create offline affiliates to market your product. Have people sign up at your web site to sell your products through "house parties". You could have people taking their laptops to parties and selling through their affiliate links. They will get paid just like they would online.

59 You could cross-promote your product with other businesses' products in a package deal. You could also include an ad or flyer for other products you sell and have other businesses selling for you. You would just be trading insert ads.

60 Sell gift certificates for your products. You'll make sales from the purchase of the gift certificate when the recipient cashes it in. They could also buy other items from your web site. For example, it seems that a lot of people nowadays like to buy gift certificates for holidays and birthdays because they never know what to get the person.

61 Find a strategic business partner. Look for someone who has the same objective as you. You can trade leads, share marketing information, sell package deals, etc. You can find them in search engines, e-zines, message boards, newspapers, yellow pages, magazines and offline gatherings.

62 Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or web sites for republishing. You can also write free e-books, reports, books, print magazine articles, autoresponder courses, mini sites, etc.

63 Start an auction on your web site. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders. You could sell your products at the auction or you could display your product ads around the auction area.

64 Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure. Just get rid of all your interruptions, sit back and relax. Try to imagine new products you could create or marketing campaigns you could try.

65 Model other successful businesses or people. I'm not saying copy them outright, but practice some of the same habits that have helped them succeed.

For example, if you see a successful business person always eating healthy foods, you should try to do the same thing.

66 Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results. Just be smart, test and know your risks before you fully take them. Make sure that you can cope and handle the consequences.

67 Ask people online to review your web site. You can use the comments you get to improve your web site or you may turn the reviewer into a customer. Just get the reviewer's permission to publish his or her comments. For example, the reviewer may say, "This is the most informative web site I've ever seen."

68 Outsource part of your workload. You'll save on most employee costs. You could outsource your secretarial work, accounting, marketing, etc. For example, if you would like to have more time to to promote your business, you could outsource your bookkeeping and accounting.

69 Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it. Other benefits would be having another business promoting the product as well. You will be spending less on marketing and you'll create a profitable re-

lationship.

70 Create a free e-book directory on a specific topic at your web site. People will visit your web site to read the free e-books and may see your product ad. You could also give away you own e-books with your ad included. You can just have people submit their e-books to your directory via e-mail or web site form.

71 Build up the number of people who join your free affiliate program quickly by temporarily offering your product for free to the people who sign up. You could always end it after you have a 1000 or so affiliates. Those 1000 affiliates should refer enough people to make up for your loss.

72 Please your complaining customers. You can refund their money, give them a discount, give them a free gift, solve the problem quickly, etc. For example, you could say, "I understand how you must feel, so I'm giving you a complete refund." Another example would be, "I've been in your shoes before. I'm going to give you a 50% discount on your next purchase."

73 Make your customers get excited about your business and they will tell their friends. Give them a free vacation certificate, a coupon, etc. For example, you could say, "Get a FREE vacation to (the location)! Another example would be, "You will also get a \$200 coupon to our next

event!"

74 Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc. For example, you could say, "I'm going to allow you to try out our product for a full 60 days without billing your card!"

75 Build your opt-in list by allowing your visitors to sign up for a free e-zine, e-books, software, contests, sweepstakes, etc. For example, you could say, "Subscribe to our free e-zine and get entry into our weekly contest!" Another example would be, "Sign up to our free newsletter and get 10 surprise bonuses!"

76 Give your prospects or customers a breath of fresh air. Don't be afraid to design your web site and ad copies to be different from everyone else's. For example, you could apply a circus theme to your web site. Another example would be to design your web site like an e-book with a table of contents, title page, glossary, etc.

77 Allow your customers to get part of your total offer right after they order. If you have to ship the item, make one of your bonuses available online. For example, if you are selling a printed book, you could have an online version available for them to read right after they order.

78 Write and submit articles to e-zine publishers or webmasters. If you want it to be published, it should read like an article and not like an ad. You could also offer the publisher extra incentives like giving them a freebie, affiliate commissions, compliments, original content, etc.

79 People want to gain pleasure. They may want to satisfy their appetite or sexual desires. This will make them feel more fulfilled. Tell your prospects how much pleasure your product or service will give them. For example, you could say, "Our product will fulfill your cravings for rich, delicious chocolate."

80 Express the same views as your target audience. Bring up common likes and dislikes in your ad. This will create instant rapport with your audience. For example, you could say, "You, like me, know it's very important to find a good bargain." Another example, "Both of us know that money doesn't grow on trees."

81 Add viral marketing into your promotional plans. Allow your visitors to give away your free things, just include your ad somewhere on all the freebies. By giving away one freebie with your ad on it, it could be passed on to thousands, if not millions, of people and web sites.

82 Design your web site to be less confusing. Don't

use a lot of graphics, links or anything that takes away from your sales message. People will get frustrated and want to leave your web site if they get confused. People want an enjoyable and relaxing experience when they visit your web site. If they don't get that, they may never come back.

83 Give your visitors the option of viewing your web site in an autoresponder message or by printing it out. They might not have the time right then to look it over. Nowadays people are low on time. They are working longer hours and there are more single parents. Don't let time get in the way of them not buying your product.

84 Sell only a few products on your web site instead of a large amount of products. Too many choices can overwhelm your visitors and they won't buy. If you really want to offer a lot of choices, offer one of the main products as a bonus if they buy something. For example, "Buy One Of The Products Below And Get A Free E-book!"

85 Joint venture your web business with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them. For example, you could joint venture with a computer store. You could publish their ad on your web site and they could have your web site loaded up on all their computer displays.

86 Expand your target audience by adding a new

product line or packaging your main products with other ones. You could also add-on extra services. For example, if you are selling marketing e-books to businesses, you could also start selling e-book software to online publishers.

87 Persuade your visitors to like you. People buy from people they like. You could tell them a joke, give them a compliment, give them a freebie, etc. For example, you could say, "I see you are one of those rare entrepreneurs who have a killer instinct for success."

88 Submit the free things you offer to online freebie directories. They usually get a lot of traffic because people like to get things for free. Of course include your ad in the freebie. Sometimes freebie directories allow you to mention your business with your free listing too.

89 Use headlines and sub-headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like, "Attention All Lawyers!" You could also use the products your target audience normally buy to get their attention. For example, "Warning! Don't buy another coffee cup till you read this!"

90 You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example. For

example, you could say, "Just think, you could be writing order-pulling ads in 5 minutes!" Another example, "Picture what your friends will say if you could increase bowling score by 50 points!"

91 You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem which they won't be able to solve without it. For example, you could say, "Imagine staying in debt, filing for bankruptcy and losing your credit." Another example, "See yourself 5 years from now still without the love of your life. How will you feel?"

92 You could end your ad copy with a question that they will always say yes to. Then they will be used to saying yes when you ask them to order. For example, you could say, "You want to be able to afford the best things life has to offer, don't you?" Another example, "You want to meet the woman/man of your dreams, don't you?"

93 You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive. For example, you could say, "Like mentioned earlier, you'll get the e-book "How To Increase Your Sales", you'll get the report "5 Ways To Double Your Sales Instantly" and you'll get a "FREE 30-Minute Consultation With Yours Truly!"

94 You could end your ad copy with a deadline.

Tell them it's a limited time offer and they need to order by a specific date. For example, you could say, "Order before Sept. 7, 2002, and you'll get the whole package for only \$19.67!" Another example, "I don't know how long I can offer the free bonuses, so order now!"

95 Magnify the size of your prospect's problem in your ad; show how your product can solve it. The bigger the problem, the more sales you'll have. For example, you could say, "Imagine if you never get out of debt. Imagine falling further and further behind paying your bills. Well now you won't have to experience any of these problems again if you purchase..."

96 You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that are believable and include specific results. For example, "P.S. Read this testimonial: I was able to change my oil 7 minutes faster without all the mess! I would highly recommend this product to anyone! (their name) (their title or occupation)."

97 Join online business associations. Most will give you a membership graphic to put on your web site which will give your business extra credibility. When you are a member of these associations, you can create profitable business relationships, find joint venture partners, trade strategies and leads, etc.

98 You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product. You'll just need to test each one to be sure. Test every section of your ad copy too, to increase its pulling power.

99 Remind your visitors that you're human, not just a web site. You could publish information on your family life, show a picture of yourself, publish your profile, etc. For example, show a picture of your family on vacation. Another example, show a picture of yourself doing one of your favorite hobbies.

100 You could ask your readers questions throughout the ad copy. They will answer the questions in their own heads as they read your ad copy. The questions you ask should persuade the readers into buying. People have been taught to automatically answer questions in school, from their parents, from friends and from authoritative figures.