

Wealth Revealed: 100 Sizzling Business Strategies!

by Larry Dotson

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1 Hold a contest on your web site. Give other web sites the option of offering it to their visitors. This'll multiply your advertising all over the Internet. It would become a viral contest. Of course the contest must either be ongoing or held regularly so you could allow

other online publishers to offer it to their visitors or subscribers.

2 Show your prospects that you are an expert, because authority can persuade people to buy. You could publish an article, write an e-book, etc. For example, you could sign your sales letter, "(your name) Author of the e-book (title)." Another example "(your name) Ph.D."

3 Add a chat room or message board to your web site. People want to interact with other people who have the same interests as them. For example, you could say on your web site, "Chat With Other Web Marketers!" Another example, "Talk With Other Cancer Survivors."

4 Host a free hall of fame or museum on your web site. It should be related to your target audience. It should attract people just like offline ones do. For example, if your target audience is music buffs, you could create a gallery of old, rare album covers. Another example, if your target audience is baseball card collectors, you could create an online museum of old baseball cards.

5 Write your ideas on paper; both good and bad ones. Don't get an idea and take the risk of forgetting it; it could be your future income or success. For example, you may have a whole list of ideas and you could take two or three of them and create a

new product or service to sell.

6 Design your ad copy to target your visitors' goals, dreams and desires. Allow your product to attract their emotional and physical needs. For example, if your target audience is fantasy football fans, your product could inform them of good players to draft and strategies how to win. You could say "How To Easily Win Your Fantasy Football League." Their emotional needs are to win and beat the other players.

7 Create a small treasure hunt. Allow people to get a discount on a product you sell if they find a certain object or graphic somewhere on your site. For example, you could say "Find any misspelled word in my ad copy and you will win a business e-book!" Another example, "Find a hidden link on my web site and win a never-before-released top secret report!"

8 Have visitors sign up to receive promotional merchandise at no cost. It can be hats, cups, bumper stickers or anything with your web site printed on it. For example, you could give a bumper sticker with your web site address if they sign up to your e-zine or mailing list. Another example would be to sign up to get an electronic promotional item like a message board for their web site.

9 Increase your traffic by creating other web sites that relate to the latest new fad. You just advertise your main web site on your fad web sites. For

example, if green watches become popular, create an informational web site about them and submit it to the search engines.

10 Load your site with a wide variety of content. Your site will become known as an area of regular reference for many of your visitors. For example, you could get free articles from article directories or find lists on your topic and publish them on your web site.

11 Let people know about your affiliate program. Submit it to numerous affiliate program directories, announce it in your e-zine, put it in your sig file, etc. For example, It's simple. The more people who sign up to your affiliate program, the more online salesmen you'll have promoting your product or service.

12 Tell people the purpose of your web site. When they visit a web site and have to figure out what it's about, they may get frustrated and leave immediately. For example, you could tell them right in the title, "Welcome To Larry Dotson's Web Business Center." You could also publish a sub-title or description right below it like, "Learn the secrets to selling online!"

13 Publish all your articles, ezine issues, opt-in ads and advice on a web blog. You will get extra, repeat exposure for all your promotions. People will continue to see your recent, past posts when they read your new ones.

14 People want to save money. They may want to invest for the future or save for a big purchase. This will make them feel more secure. For example, on your web site you could publish articles on how to save or invest money. Another example would be to give them free money-management software.

15 People want to save time. They may want to work less and spend time enjoying life's pleasures. This will make them feel more relaxed. For example, you could install a time-saving navigation bar on your web site. This will save them time when they are browsing or searching through your web site.

16 People want to look better. They may want to lose weight, tone their body, or improve their facial features. This will make them feel more attractive. For example, you could give away a free e-book on losing weight. It really doesn't matter who your target audience is - they are all human.

17 People want to learn something new. They may want to learn how to change their car oil or build a deck. This will make them feel more intelligent. For example, you could publish a lot of how-to articles on your web site. They need to be about things your target audience wants to learn though.

18 People want to live longer. They may want to

get in shape, eat better or gain extra energy. This will make them feel healthier. For example, you could publish some exercise and nutrition strategies and checklists on your web site. It really doesn't matter who your target audience is as most people want to improve their lifestyle.

19 People want to be comfortable. They may want to relieve aches and pains or want to sleep in a more comfortable bed. This will make them feel rested. For example, you could give away a free report on how to naturally relieve aches and pains for certain parts of the body.

20 People want to be loved. They may not want to be lonely any more or they might want to start dating again. This will make them feel wanted. For example, you could provide some singles, dating and relationship chat rooms on your web site. People will be able to meet new people or find out how to improve their current relationship.

21 People want to be popular. They may want to be a famous celebrity or be more popular in school. This will make them feel praised and admired. For example, you could allow people to submit articles or comments to your web site that you would publish for the world to see. You could also publish profiles or interviews with your web site visitors.

22 Remember newsgroups are still pretty popular. You could post your ad in ones that allow it or you can leave messages with your sig file included. One of the fastest ways to get your message noticed in a newsgroup is to ask a question. For example, "How do I..." or "Where do I...?" People have been raised their whole lives to answer questions.

23 Start a private web site. Use it as a free bonus if people buy the product you resell. You could also allow people to join for free and you could advertise the affiliate program you've joined. You could also charge a subscription fee for an upgraded version of it.

24 Offer a free affiliate program to presell your web site visitors. They will have to sign up in order to receive marketing materials and commissions. You will capture their e-mail addresses and affiliates are easier to sell to because they are already interested in reselling your product.

25 Keep your offers flexible. If you offer a set price for your product, you could offer the people who can't afford it an optional payment plan. For example, you could offer a Gold Plan for \$47, a Silver Plan for \$37, a Bronze Plan for \$27 and a free plan to give them a taste of your product or service.

26 Offer your knowledge or consulting as a bonus product. You could offer a free 15- or 30-minute

consultation. This will add value to your product. For example, you could say, "Get A FREE 30-Minute Marketing Consultation!" You could also offer it as a freebie to get them interested in buying your product.

27 Make your products sell quickly by adding a lot of bonuses. You could get the free bonuses for little or no cost by joint venturing with other businesses. You could go to the "freebies" directories and find things. Then you could ask the legal owner's permission to use the item as a free bonus for your product.

28 Give people who visit your web site a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course. Also put your ad somewhere on each e-mail lesson sent. They will see your ad a repeated number of times, giving you a higher selling ratio.

29 Attract more subscribers to your free e-zine by giving them free bonuses like e-books, software, online services and other incentives. For example, you could say, "Get A Free E-book For Subscribing To Our Award Winning Marketing E-zine!" Another example, "Receive A Free Ad In Our E-zine When You Subscribe!"

30 Sell advertising space in your e-zine and on your web site. This will create an extra income stream for your business. For example, if you publish an

e-zine, you could sell classified ads, top sponsor ads and solo ads. You could also sell advertising on your "Thank You for Subscribing" page or e-mail.

31 Offer your visitors free software to download. Have them sign up to get an access code to unlock the software. Include your ad in the software if it is possible. If it's not your software, try to get permission from the creator or owner. He or she may agree to get their software to a greater number of people.

32 Don't just start advertising everywhere - plan out your marketing. Locate places and publications that your target audience would congregate around. For example, if your target audience is gardeners, you could search for gardening e-zines, web sites, experts, message boards, chat rooms, web rings, etc.

33 End your sales letter or ad copy with a strong closing. It could be a free bonus, a discount price, a benefit reminder, an ordering deadline, etc. For example, you could say, "P.S. Remember, you'll get 5 bonuses valued at \$245!" Another example would be, "P.S. Like mentioned earlier, if you order today you'll get 45% off!"

34 Give your customers a surprise bonus for buying. When you give customers more than they expect, there is a good chance they will buy from you again. For example, "Here is a surprise bonus! It's a Free Report On How To..." Another example, you could

give them a surprise before they order, like a lower price when they get to your order page.

35 Send greeting cards offline or online to customers on holidays. You'll get the chance to increase your orders by including your ad inside the card. For example, you could say, "Happy Thanksgiving! To make your holiday even more special, we are offering you a 40% discount on any product listed at our web site. Just visit [http://www.\(yoursite\).com](http://www.(yoursite).com)".

36 Market your products or services to your target audience. For example, don't try to sell a football in a cooking magazine. If you really wanted to be creative though, you could sell a football in a cooking magazine. Just offer a free recipe book with each purchase. The person would think, "I get the book and I will give the football to my son or husband."

37 Give people the option of buying other products or add-on products when they decide to buy your main product or service at the point of sale. For example, if you were selling a TV, you could offer a VCR at half off its regular price. Another idea would be to offer a second TV for discount.

38 Think of new ways to attract people to buy your products or services. You could add on extra free bonuses, delivery options, payments options, etc. For example, you could say, "You can pay for our product in 3 easy payments of \$19.95!" Another

example, "We won't bill your credit card for a full 60 days!"

39 Use branding software to attach your ad to any electronic file. You could brand resell right ebooks, free ebooks, freeware software, etc. This will spend your ad all over the Internet without having to create your own viral product.

40 Follow-up regularly with all your prospects and current customers. When people see your ad more than once they are more likely to buy. For example, in your e-zine you could have an article that mentions your product. Another example, you could e-mail them a special one-day sale you're having for your product.

41 Learn sales ideas from reading and studying other businesses' advertising and marketing material. It could be ads, brochures, TV ads, sales letters, etc. For example, if you see an attention-getting headline, rewrite it but don't copy it for your own product. Another example, if you seen an ad with a persuasive 'before' and 'after' picture, maybe you could do that for your own product.

42 Enter to win awards for your web site. When you display the award graphics on your web site, it will increase your credibility and professionalism. For example, wouldn't you rather buy from someone if it's proven by a third party award web site that

they are professional?

43 You could offer your potential customers a free sample of your product. If the sample proves what you claim, there is a high chance they will buy it. For example, if you are selling an e-book, give your prospects a free excerpt or sample chapter. Another example, if you are selling a print magazine, give them some online examples of your content.

44 Use RSS technology to multiply your ad all over the Internet. You could publish your articles, e-zine or any other type of content via RSS feed. You could allow other web sites to easily and automatically publish your content. Just attached your ad to your content.

45 You could offer your potential customers a rebate after they buy your product or service. They will feel they are getting a good deal. For example, you could say "Get A \$10 Dollar Rebate When You Buy..." Another example, you could give them a full rebate because most people won't take the time to send it in anyway, unless your product is really expensive.

46 Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time. For example, you could say, "Our Product Lasts 10 Times Longer Than Our Leading Competition." Another example, "Our Product Is Guaranteed To Last Over 3 Months Or

Your Money Back!"

47 You could reward your potential customers if they buy a specific number of products. Tell them if they buy 3 or more products, they will get one free. People like to save money and feel they are getting a good bargain. You will increase your profits because they will buy more products than usual.

48 Increase the perceived value of your free things or bonuses by including the retail dollar amount the freebies would normally sell for. For example, you could say, "Bonus 1# Marketing Tips Newsletter (a value of \$120)." Another example, "Get 7 Bonuses With A Retail Value Of \$345! That more than pays for your purchase!"

49 Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast. For example, your headline could be something like "How To...In Five Minutes Or Less!" Another example, "Learn To...In 30 Days Flat Or Your Money Back!"

50 You could hold a "Buy One, Get One Free" sale for your potential customers. Tell them if they buy one product, they get another product for free valued at the same price. For example, "Buy one of our \$19 business books and pick another book for free at the same price or less!"

51 Give customers a discount on their total order to increase sales. You could give them a discount for ordering over a set dollar or product amount. For example, you could say, "Buy over \$39 worth of products and get a 20% discount on your order!" Another example, "Get a 15% discount if you order 3 or more products!"

52 You could offer your potential customers a bonus coupon when they buy one of your products. It could be a coupon for another product you sell. For example, you could say, "Free Bonus! A 30% Off Coupon For Our New E-book! How To..." Another example, "Free Bonus! My Good Friend (their name) Is Allowing Me To Give A Free 40% Off Coupon For His New Product (product name)!"

53 Create a memorable logo and slogan to brand your business on the Internet. When people see your slogan or logo it will remind them of your business. For example, how many times have you heard a product name and thought of their slogan? How many times have you seen a logo and it made you think of a business or product.

54 Multiply your marketing all over the Internet by creating free bonuses for other businesses' products. You just include your ad somewhere on the bonus. For example, if your target audience is network marketers, you create bonuses for MLM companies.

55 Offer to buy advertising space inside electronic products like e-books, software, subscription sites, etc. It will be cheaper than running any kind of print ads. For example, if you're selling to entrepreneurs, you would want to buy advertising space in business-related e-books, reports and subscription web sites.

56 Increase your sales by adjusting your product or service to attract other target audiences. This may mean redesigning or adding to it. For example, if you're selling an e-book about how to increase your online sales, you could rewrite parts of it so that it'd also apply to offline businesses.

57 Test the prices of your product or service. You may increase the perceived value by raising your price while a lower price may decrease your sales. One effective way to see which price to charge would be to take one of your products and auction it off at an online auction. This final bid would be close to the price you need to sell it at.

58 Use your product's features to support all of your benefits. Just because benefits are more important, don't forget to list the features. For example, you could say, "Our (product) is very easy to carry because of our durable plastic cover."

59 Market yourself or your business as an expert. Most people have been told throughout their lives to

trust and respect the authoritative figures in society. For example, "Our (topic) business has the largest selection in the world!" Another example, "I've read over 200 books on Internet marketing!"

60 Train yourself and your employees to be polite to all your customers, even if they're shouting. Solve their problem quickly and it may even turn into a sale. For example, you could have posters hanging in the workplace reminding staff to be polite, curious and helpful to your customers.

61 Give your visitors a good impression when they first visit your web site. Don't make a banner ad the first thing they see at the top of your home page. For example, if you visited a web site and it had a lot of banners all over it, would you stick around to read their offer?

62 Tell your potential customers in your ad copy that you will donate a percentage of their purchase price to a specific charity. This will show them you really care about people. They may just buy your product so their money will go to the charity. For example, you could say, "I will donate .75 cents from each order to the (name) Foundation."

63 Publish a picture of yourself in your ad. This will show people that you're not hiding behind your web site and you're not afraid to back up your product. For example, it could be a picture of you using

the product you're selling. Another example, it could be a picture of you in a smart business suit.

64 List how many famous or respected people have purchased your product in your ad. These people should be fairly well-known by your target audience. For example, you could say "Just look below to see a list all the corporate clients we've helped!" Another example, "We've had many experts buy our product in the past, just take a look:..."

65 Hold a "Fire Sale" instead of a regular discount sale. You sell your product at a discount price but gradually increase the price of the product every few days till the end of the sale. This will create an urgency and produce sales quicker than normal.

66 Publish the results of any positive surveys you've taken from your customers in your ad. Just survey your current customers and list the results. For example, "2557 first-time customers out of 2600 surveyed say they would buy our product again!"

67 Have a professional looking web site to publish your ad on. When people visit your site and it looks unprofessional, they'll relate that to your product. For example, haven't you ever read an ad that made you really want to buy, but the look of the web site turned you off so much that you just walked away?

68 Publish any endorsements from famous people in your ad. Some people will think if a famous person enjoys your product, so will they. For example, you could say, "Just look at what the famous (their name) had to say!" Another example, "Here's what marketing expert (their name) had to say!"

69 Use a money-back guarantee in your ad. This will remove the risk for your potential customers and show them that you stand behind your product. For example, "If you are not completely satisfied I will give you double your money back!" Another example, "You have no risk with our lifetime money-back guarantee!"

70 Provide testimonials from satisfied customers in your ad. The testimonials should include specific and believable results your customers have received. For example, you could say "(their name) from Ohio said..." Another example, "A milkman from Miami, Florida said that..."

71 Tell your prospects that you offer free delivery. This may cost you a bit of money but you will gain the extra customers to make up for it. For example, "Unlike our competition we have free delivery!" Another example, "FREE Shipping! To The First 500 Who Order!"

72 Know exactly what you want your ad copy to accomplish. It could be to qualify prospects, make

sales, generate leads, attract web traffic, etc. For example, if you want to increase traffic, offer them something for free. If you want to sell a product, use benefits, limited time offers, bonuses, guarantees, etc.

73 Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence. For example, your headline could say, "Write Joint Venture Proposals In Minutes!" Another example, "Would You Like To Work At Home?"

74 Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc. For example, "Five tactics for increasing your profits by over 234%!" Another example, "How to write your own e-book in 9hrs 11mins or less!"

75 List all the ways your product is different from your competition's. Include in your ad copy all the differences which make your product better than theirs. For example, you could say, "Our product comes with a 5 year warranty unlike the competition." Another example, "Our competition doesn't offer any bonuses but we offer 5 of them!"

76 Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results. For example, use a picture of someone smiling while using

your product. Another example, use a picture of someone who chose not to use your product, showing the problems that weren't solved.

77 Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy. For example, if my target audience was business owners and affiliate marketers, I would write down things like - make money, increase sales, cut costs, etc.

78 Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc. For example, you could say, "FACT: Our product withstood an elephant walking over it!" Another example, "(business name) Research found that our product reduces stress by 325%."

79 Look for different ways to prove your business and products to your audience. You could collect testimonials, hold surveys, do scientific tests, etc. For example, if you were selling a money-making product, you could use a picture of one of your actual checks.

80 Tell your prospects that your product has better safety features. People want to feel safe when they use your products. For example, you could say, "Our product has tested safer than any other product in our category." Another example, "Our product

comes with a safety lock and switch."

81 Try new business ideas and strategies. Do not be afraid of changing what you're doing. You could try out technology, advertising, marketing, etc. For example, just because you are selling e-books doesn't mean you can't try selling printed books, DVDs, videos, cassettes, software programs, etc.

82 Solve an existing problem for people. There are thousands of problems in the world. Create a product that can provide a solution to one of those problems. For example, you could write an e-book to show people how to market their product on the Internet. Another example, you could advise people on how to get out of debt.

83 Find out what's the current hot trend. You can find out what the new trends are by watching TV, reading magazines and surfing the net. Just create a product that's related to the current hot trend. For example, if the current hot trend is pop-up ads you could write a report on how to create your own pop-up ad.

84 Improve a product that is already on the market. You see products at home, in ads, at stores, etc. Just take a product that's already out there and improve it. For example, if you read an e-book on starting your own web business and you think it could be improved, write your own e-book about that subject.

85 Create a new niche for a current product. You can set yourself apart from your competition by creating a niche. Your product could be faster, bigger, smaller, or quicker than your competitor's product. For example, if you sell downloadable software, your niche could be that it downloads faster than your leading competitor's.

86 Add on to an existing product. You could package your current product with other related products. For example, you could package a football with a team jersey and football cards. Another example, you could package flowers with greeting cards, gifts, candy, etc.

87 Reincarnate an older product. Maybe you have a book that's out of print and is no longer being sold. You could change the title, design a new front cover, and bring some of the old content up-to-date. For example, if you wrote a book about starting your own bookstore, you could rewrite it to be about starting your own online bookstore.

88 Ask your current customers. You could contact some of your existing customers by phone or e-mail and ask them what kind of new products they would like to see on the market. For example, a customer may tell you that he would like to see you offer free consulting with each e-book you sell. If one person thinks that, then usually more do too.

89 Combine two or more products together to create a new one. For example, you could take a briefcase and add a thermos compartment inside to keep a drink hot or cold. Another example, you could take an e-book and link it to a related online message board.

90 Survey the people who visit your web site. You could post a survey or questionnaire on your web site. Ask visitors what kind of products they would like to see on the market. For example, your visitors might say they would like to see you sell reprint rights and personal customized links with your e-books.

91 You could create a new market for your existing product. For example, if you're selling plastic bottles to a pop company, you could turn around and sell those bottles to a fruit drink company. For example, if you are selling an e-book about dating tips, you could also sell it at a bulk group rate to online dating web sites.

92 Sell your product at a higher price. This increases the perceived value because people usually associate the higher priced product as being better. For example, if you are selling an e-book for \$19.95 and your current competition sells a similar one for \$27, people might think your competition's product is more valuable and buy it instead.

93 Offer a free trial or sample of your product. This increases the perceived value because people think you're confident in your product, so it must be good. For example, if people just see an ad, they really don't know what you are selling. But if they can test a sample, then they feel more confident in ordering.

94 Include plenty of testimonials in your ad copy. This increases the perceived value because you have actual proof of other people's experiences with your product. For example, you could say, "We have over (no.) web pages full of testimonials!" Another example, "We don't have room to list all (no.) of our testimonials on this ad, but here are a few."

95 Load your ad copy full of benefits. This increases the perceived value because people think they are getting solutions to a number of problems. For example, if you see an ad for a product with a bullet list of 10 benefits, then see another ad for a similar product with a list of 50 benefits for the same price, which one would you buy?

96 Offer an affiliate program with your product. This increases the perceived value because people can also make money with your product. For example, you could say, "Make (\$) per sale selling this product!" Another example, "Make (cents) per visitor you send to our web site!"

97 Give people a strong guarantee. This increases the

perceived value because it shows that you stand behind your products. For example, you could say, "If you are not completely satisfied, you will get triple your money back!" Another example, "Even if you ask for a refund, you can still keep our product!"

98 Package your product with a lot of bonuses. This increases the perceived value because people feel they are getting more for their money. For example, if you see a product with three bonuses and similar one with ten bonuses, would you be more likely to choose the product with three or ten bonuses?

99 Create a free-to-join membership web site to sell your product. It could be a forum, list builder site, info-site, etc. You just offer a one-time only product deal that includes a special low price or product package. Tell the people they will never see the offer again if they turn it down now.

100 Use sub-headlines to break up your ad copy and to capture a skimmer's eye. You could make them even more powerful by highlighting them in color. For example:

How To....
You Can...
Imagine....