

Explosive Influence Tactics

by (your name/business)

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Chapter 1

1 Change your ads regularly. Your prospects could get bored seeing the same ad all the time. Statistics show people usually see the same ad 7 times before they actually buy. Just change them enough to keep them from being over-exposed. For example, if your ad said. "FREE Killer Marketing E-book!", you could change it later on to "FREE Sizzling Marketing E-book!"

2 Lower the chances of negative word-of-mouth marketing. You'll always have customers who are dissatisfied. Try to please them as much as possible. You could give them a refund, discount, a free product, a coupon, a rebate, a compliment, etc. Just be polite and stay calm if they are angry or frustrated with your business.

3 Give people a deadline to order. Tell people if they order by Sept.15, 2002, they will get a discount or free bonuses. This will create an urgency so they don't put off buying. Another example, "Order before 8:00 p.m. US/EST and get a second

product of your choice for free!"

4 Offer people a money-back guarantee. The longer the guarantee, the more effective it will be. It could be a 30-day, 60-day, 1 year, or lifetime guarantee. You could also offer them double or triple their money back or a set amount of money back, like \$25. You could also allow them to keep the product if you can afford to do that, even if they ask for a refund.

5 Offer a free on-site repair service for products you sell. This is convenient for people because they won't have to send it away for repairs and they won't have to be without the product for a long period of time. If they have to send the product to you to get repaired, offer them free shipping.

Chapter 2

6 Publish testimonials on your ad copy. They will give your business credibility and you'll gain people's trust. It's important to include the person's full name and location with the testimonial. For example, "Jon Goodhart, Auto Mechanic, Wooster, Ohio."

7 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.

8 Allow people to make money reselling the product or service. Tell people they can join your affiliate program if they order. You could pay them per sale, per click, per referral, etc. Just provide them with proven and tested marketing materials, detailed statistics and plenty of affiliate training.

9 Offer free 24-hour help with all products you sell. Allow customers to ask you questions by e-mail, by toll free phone, by free fax, etc. If for some reason you can't offer this service, answer their questions and concerns as soon as possible. You could also let them know you received their message and you'll get back to them as soon as possible.

10 Provide free shipping with all orders. If you can't afford it, you could offer free shipping on orders over a specific dollar amount. You could also offer a rebate on their shipping costs. Most customers most probably won't send in the rebate card unless it's a huge shipping cost, for example, \$30 or more.

Chapter 3

11 Give away a free sample of your product. You will gain people's trust when you allow them to try

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