

Customer-Tested Buying Triggers

by (your name/business)

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Chapter 1

1 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.

2 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."

3 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.

4 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.

5 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.

Chapter 2

6 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.

7 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.

8 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).

9 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.

10 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.

Chapter 3

11 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

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