

Clever Profit-Generating Insights

by (your name/business)

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Chapter 1

1 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.

2 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.

3 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!"

4 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.

5 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.

Chapter 2

6 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.

7 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.

8 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.

9 Use the phrase "invest in our product" instead of the words "buy" or "purchase". This makes prospects feel they're investing in their future if they buy. You could also tell people how much others have got back from your product by publishing testimonials of people who have made money or reaped the benefits.

10 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.

Chapter 3

11 Use logos and slogans for your business. They make it easier for people to remember and identify

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