

“Hidden Internet Revenue Resources”

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Chapter 1

1 When you make your first sale, follow-up with the customer. You could follow-up with a "thank you" e-mail and include an advertisement for other products you sell. You could follow-up every few months. For example, you could attach or link to an e-book catalog on all the product you sell or resell.

2 You could upsell to your customers. When they're at your order page, tell them about a few extra related products you have for sale. They could just add it to their original order. For example, you could say, "Our new e-book would make a nice edition to the report. Just click here to add it to your order. It's only \$15 more."

3 Tell your customers if they refer four customers to your web site, they will receive a full rebate of their purchase price. This will turn one sale into three sales. You could also offer them other things in return for referrals like free e-books, free software, coupons, discounts, etc.

4 When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made. For example, just imagine how many sales you could have with 1000 affiliates selling for you. It could eliminate ever buying any paid advertising again!

5 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.

Chapter 2

6 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.

7 When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will attract them to buy more products from you. For example, haven't you ever bought a product and saw an ad or flyer inside the package that made you want to buy another product?

8 Send your customers a catalog of add-on products for the original product they purchased. This could be upgrades, special services, attachments, etc. If they like your product, they will buy the extra add-ons. For example, if you were selling computers, you could offer software, extended warranties, printer paper, etc.

9 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.

10 Send your customers free products with their product package. The freebies should have your ad printed on them. They could be bumper stickers, ball caps, T-shirts, etc. This will allow other people to see your ad and order. The freebies could also be trials and samples of other products and services you sell.

Chapter 3

11 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.

12 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.

13 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.

14 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.

15 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.

Chapter 4

16 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.

17 Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc. For example, you could say in your ad, "Imagine meeting the love of your life and feeling the pleasure of happiness. You'll have the security of knowing you won't be alone any more."

18 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."

19 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 promote your business, you could outsource your bookkeeping and accounting.

20 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 relationship.

Chapter 5

21 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 your 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.

22 Turn part of your web site into a Members Only web site. Instead of charging for access, use it as a free bonus for one of your products. If you want to charge access, give them a little free information and

include links on your web site that take them to an order page to get the rest of the information.

23 Add a free classified ad section to your web site. You could then trade banner ads with other web sites that have free classified ad sections. You could also send a 'thank you' e-mail to people who submit their classified ad to your web site. Just include a brief ad or signature file about the product you're selling.

24 Create two versions of your e-zine so people can choose if they want ads included with it or not. This'll attract the people who hate ads to subscribe. You could also charge a subscription fee to the e-zine without ads. This will make up for the lost advertising revenue.

25 Publish your e-zine only on your web site. Have people subscribe to a "new issue" e-mail reminder. This could really increase your traffic and sales. Of course, you could also send your e-zine in HTML format but some people don't like it or can't read it. You could show pictures of your products in your e-zine.

Chapter 6

26 Sell advertising space in your product package. You could sell inserts, flyers, brochures, booklets,

and digital ads for electronic products. For example, if you sell an e-book, you could sell advertising space above each page, beginning of each chapter or on the title page.

27 Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses. For example, you could say, "Every week I will be giving away a new e-book to my web site visitors. Sign up to be reminded when it's ready each week."

28 Allow people to download software or e-books from your web site at no cost. Just ask your visitors if they'll refer their friends to your web site in return. For example, you could require people to refer 3 people via e-mail before they actually download your free e-book.

29 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.

30 Negotiate with e-zine publishers to get free or discounted ads by letting them join your affiliate program and earn commissions on the ad you run. You could also offer them other incentives like a free product, a reciprocal e-zine ad, a membership

to a business club, etc.

The End

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