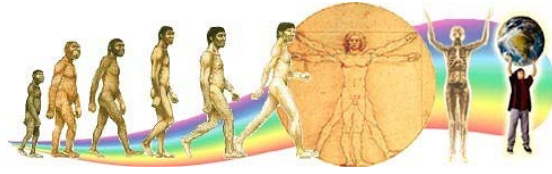


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Tools for Transformation

Specially recommended resources for personal development, including the online book Transforming the Mind, the popular weekly ezine Metamorphosis, and many quality ebook downloads.

www.trans4mind.com



Marketing Tips to Inspire Your Creative Skills

These tips should give you tons of ideas to expand on. Get creative and use different variations till you find the right combination that works for you.

Let me start this ebook off with 2 things.

First, you may have already read some of these tips before, but don't immediately discount them. Sometimes after you've read or heard the same thing a few times, you tend to let it in one ear and out the other without really thinking about it. Try to stop and mull over some of these tips from a different perspective. Add your own special twist!

Second, knowing something and taking action with what you know, are two very different things. It's really easy to think, "I already knew that", when reading ebooks, reports and articles only to never put "what you know" to any use. And not just using it once or twice, but being persistent. (Even if it sometimes seems dull or repetitious.)

My point is, you should never stop learning or re-learning even if you think you know it all. :)

I don't believe in wasting a lot of time on preliminaries so let's get on with it...



Build Traffic

◦ Publish a newsletter. It can take 7 or more exposures to win your prospects trust. Most web hosts provide the scripts needed to run your newsletter and usually doesn't cost any extra. A word of caution: be original and consistent with your newsletter. What you publish reflects on you, your products and your website. *Tip:* Try different ways of publishing your newsletter. e.g. text, HTML, .pdf, rss, etc...

◦ Brand your name and business by writing articles and submitting them to ezines or websites for republishing. Provide useful information in your articles without a sales pitch. The sales pitch should be reserved for your resource box which is included at the end of the article. *Tip:* Your article headline should catch your reader's attention much like your sales page headline. Some popular article themes include;

- How to...
- Learn to...
- 10 [adjective] Ways to...
- 10 [adjective] Reasons Why...
- 10 Things You Should Know Before You...
- 10 Tips to...

Twist to writing articles: Submit your articles to websites and tell them if they join your affiliate program they can use their affiliate URL in the resource box of your article.

◦ Publish a free ebook or report on a topic related to your website. If you run an affiliate program, allow your affiliates to brand the ebook with their affiliate URL to give away. Submit your ebook to ebook directories and promote through ezine ads, PPC's, etc... Include your ebook mini-ad in the tag line of your article's resource box and your tag line in forums. Put "Free to Distribute" on the title page so others know it's ok to share it.

◦ Create an army of sales associates by starting an affiliate program. Provide them with proven ads, graphics and tools to sell your product. Offer generous commissions and provide a reliable accounting system. *Tip:* Add a link to your affiliate program on your "thank-you" page. Many times your customers will make your best affiliates.

◦ Cross promote your product through joint ventures. Some good examples of joint venture marketing include trading ezine ads, articles and product reviews. You could also include your product on related

membership sites for a fee or percentage. If you publish an ebook, trade ad space in your ebook with other ebook publishers.

- Advertise your website by wearing clothing that is imprinted with your ad and URL. It could be a T-shirt, ball cap, jacket, etc. Hand out imprinted ink pens, calendars or other promotional items.
- Sponsor local sporting leagues and put your URL on their uniforms. Have paper cups imprinted with your logo and give them to the teams to use for water breaks.



On Your Website

- Promote customer feedback by including a contact form on your website. Tell them you want their honest opinions about your business, good or bad. Use any negative feedback to improve your product and convert positive feedback into testimonials (with permission from the authors).
- Build credibility by including a privacy policy, spam policy, FAQ and contact form on your website. Include alternate contact information such as your mailing address and phone number. Practice good customer service.
- Come right out and ask your visitors to subscribe to your ezine, bookmark your site, or participate on your message board.
- Find a charity your target audience would likely support. Tell people in your web copy that you will give a percentage of the profits to that charity. Follow through and be prepared to show proof of your donations.
- Turn part of your website into a members' only web site. Instead of charging for access, use it as a free bonus for one of your products. You could include a members' only forum, extra ebooks and reports, secret tips, etc... *Tip:* Joint venture with an already established members' only site to get free access for your customers.
- Buy the resale rights for products complimentary to yours.
- Find out your competitions' weakness, enhance or improve your product to be strong in that area, then use it as your "Unique Selling Proposition". Provide more options, better customer service, faster delivery, etc...

- Offer free samples or trial versions of your product from your website. This will let people experience your product and attract people to your web site. e.g. You could give away the first few chapters of your ebook. If you sell software, you could create a trial version with fewer features.
- Show before and after photos for your products on your web page copy. Show the problem picture and then beside it, place the picture that shows the resolution to the problem after they use your product. As they say, “a picture is worth a thousand words”.
- Magnify the size of your prospects problem in your web copy then show how great your product can solve it. Television commercials have been doing this for a long time. Sometimes even to the point of being plain stupid. It must work well though since they are still doing it.
- Paint your visitors a picture of what will happen with their life in the future if they buy or don't buy your product. Or, tell your visitors what they can avoid by buying your product to motivate them to buy. They may want to avoid pain, fear, loss, etc...
- Give your visitors what they want, not what they need. People buy the feelings that are associated with your product. e.g. security, pleasure, prestige, etc... Tell them how they will feel after they buy your product.
- People buy from those they like. Build rapport in your web copy by telling a story, giving a compliment, establishing similarities, asking questions, etc...
- Make skimming your pages easy with lots of sub-headlines and bullet points. *Tip:* Test your headlines and accentuate your product's benefits with bullet points to make them easy to read.
- Do not to use outrageous or unbelievable claims in your web copy. People are tired of hype and would rather have the facts.
- Remove potential objections and reservations about buying your product by creating a FAQ. *Tip:* An easy way to create your FAQ is to go through your emails from previous customers and see what questions they asked the most or send a survey to your mailing list.
- List the dollar value beside each free bonus you offer in your web copy. Then give them a total value of the free information or products they'll be receiving. This adds value to your product package.
- Break up your pricing to dollar amounts per day or week. If your product costs \$99.00, you could stress that it only costs 27 cents per day to own.

- Give your visitors a couple of tips in your web copy that will help them with their problem. By offering a free sample of legitimate help, you will give your business credibility and gain your visitors trust.
- Start a swipe file. A swipe file is simply your collection of copied proven sales letters. Important Note: Do not copy word for word from these sales letters. Study them and use them as a guide to write your own copy.
- Combine a product and service together in a package deal to increase your sales. For example, if you're selling an ebook, you could offer, depending on your expertise;
 - a free hour of consulting
 - a free ad in your ezine
 - a free website review or proofreading services
 - a free personalized graphic
- Include valuable bonuses with your products, with an emphasis on valuable. (Out of date and overused bonuses actually hurt more than help by devaluing your product.) Examples of bonuses could include;
 - a free ebook related to the topic of your product
 - a free report related to the topic of your product
 - a free discount certificate on a related product
 - a free personalized calendar, t-shirt, mug, or other promotional item
 - a free trial of an upgraded version of your product
- Compare your product's guarantee to your main competitors. Find an area where you can design your guarantee to be more powerful. Examples could include;
 - If your competitor offers a 30 day refund guarantee, you could make yours 60 days.
 - If your competitor offers a replacement guarantee, you could offer a money back guarantee.
 - If your competitor offers a conditional guarantee, you could offer an unconditional guarantee.
 - If your competitor offers a 48 hour delivery time, you could offer a 24 hour delivery time.
 - Add a Guarantee of Authenticity or Guarantee of License to increase credibility in your product.
 - Add a Price Matching Guarantee for your more conservative buyers.
 - Add an Accuracy Guarantee for if your product involves calculations. (e.g. Tax or accounting software.)
 - Allow your customers to keep free bonus gifts even if they request a refund.

- Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, extra bonuses or services, free gift wrapping, etc.
- Offer your customers extra add-on products at the point of purchase or offer a bronze, silver and gold version. With each version include more product or information and increase the price incrementally.
- Use a "P.S." at the end of your ad copy to reaffirm a strong benefit or use a strong close like a free bonus. Many believe that a "P.S." is almost as important as your headline so take time to get it right.
- Write in the first person in the order section of your web copy. e.g. "Yes, I am ready to start living a healthier more enjoyable life!" (clickable order link)
- Give people an urgency to buy now with limited offers. Many people are interested in your product but may put off buying it until later and then eventually forget about it. *Tip:* If you say that your offer expires on a certain date. Let it expire. People don't like to be tricked and it will cause your customers to mistrust you.



Extra Income

- Join affiliate programs that go with the theme of your website to create multiple income streams. *Tip:* Choose quality products that you can honestly recommend to your visitors. Instead of cluttering your web pages with a bunch of affiliate links, sparsely weave the links into your web copy or create tag lines for your affiliate programs and promote through email, forums or downloadable information products like ebooks and reports.
- Sell or trade advertising space in your product package. e.g. For downloadable products like ebooks it could be just a few lines of ad space. For tangible products you could insert flyers, brochures or discount certificates in the outgoing packages for a fee.



After The Sale

- Give your customers buying incentives for repeat purchases. Offer discounts, free gifts, bonus points, buy one get one a half price offers, etc.

- Follow up each sale with a “thank-you” email and include an ad for other products you sell. Then follow-up every few months.

Twist: Follow up each sale with a “thank-you” email and include an extra free bonus that wasn’t published on your sales page. Over-delivery is always a good credibility builder and helps with the upsell of other products. (Include on the download page of the free bonus, an ad for other products.)

Twist: Follow up each sale with a “thank-you” email and ask them to join your affiliate program. Provide the link to your affiliate program.

- Contact your customers through postal mail. Send holiday cards, special sales flyers, thank you cards, promotional items like calendars, etc...



A Final Note

To make it online nowadays, you really have to think “outside the box”. Be a little outrageous and do something different than your competitors.

Take these tips and create a new spin to put on them. But don’t forget to continue doing the basics like writing articles and publishing your newsletter.

And above all enjoy what you’re doing!