

“Hypnotic Internet Selling Suggestions”

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Chapter 1

1 Publish your web site in e-book format. Put the e-book on a disk or CD-ROM then include it with your direct mail packages. This can increase the number of people who buy your product or service. For example, would people open up your direct mail envelopes right away if they feel a disk or CD-ROM in them?

2 Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc. For example, you could say, "Just Released: A New Healthy System For Losing 10 Pounds In 1 Week!" Another example, "Breaking News! Scientists Have Discovered A Revolutionary Way To Eliminate Stress!"

3 Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them. For example, you could say, "Aren't you tired of being in debt? Aren't you tired of struggling pay check to pay check? Well now you don't have too. Our product will end your debt problems forever..."

4 Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product. For example, you could say, "Order before June 23, 2002, and get a second one for a friend. Just imagine how happy your friend will be when you give them this incredible product."

5 Most people want to get over obstacles so that they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product. For example, you could say, "Just imagine getting back into your prom dress or going out in public without being stared at."

Chapter 2

6 Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product. For example, you could say, "Imagine how much your girlfriend will love you when you buy her this stunning diamond

engagement ring!"

7 Most people want to associate with others who have the same interests. Give your prospects a free membership to a private chat room just for them. For example, you could also attract traffic to your web site by providing a free message board or chat room.

8 Most people want a clean environment. Tell your prospects that you'll donate a percentage of your profits to help clean up the environment. For example, you could say, "I will donate \$1 from every product I sell to help clean up the environment."

9 Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product. You could contact a highly recommended restaurant and ask them if they would like their ad on your web site in exchange for providing you with coupons to their restaurant.

10 Most people need or want new information to absorb. Give your customers a free e-book or tip sheet when they purchase your product. For example, you could say, "When you buy 2 or more products at the regular price, I'll send you an e-book with 1000 recipes for apples."

Chapter 3

11 Team up with eight to ten other sites to promote the same web site. Just include everyone's products on the web site you are all promoting. You can also do this with free e-books too. Get others to promote the free e-book in exchange for an ad in it.

12 Give free e-mail consultations to your customers. When you e-mail them back your advice, include a small ad for a back-end product you're selling. For example, "If you would like to learn more detailed information about publishing an e-zine, I highly recommend visiting [http://www.\(your web or affiliate site\).com](http://www.(your web or affiliate site).com)".

13 Encourage your customers or visitors to e-mail you questions about your product or web site. Just include your sig file with your reply. For example, here is a sig file:

Larry Dotson
Co-author Of The E-book "Hypnotic Selling Tools"
Visit <http://www.hypnoticsellingtools.com>

14 Give out free web space on your server. Many of your visitors may want to publish their own web site. Just require that they publish your banner ad. For example, if you gave away 100 free web pages and got only 1 hit a week off each one, that would be an extra 5200 visitors a year!

15 Design web sites for other businesses for free. Just require them to publish your banner or text ad somewhere on their home page. For example, you could create web page templates and graphics for them. Other people will see your work and want to visit your main web site for more information.

Chapter 4

16 Make your potential customers forget about the competition. Just tell them to forget with a factual and believable reason why they should. For example, you could say, "You should just forget about doing business with our competition, they don't offer free shipping like we do."

17 Set up a joint venture with your competition if you can't beat them. You could agree to work together to beat the other competition then share the profits. For example, you could create a product together that you both could promote or you both could share advertising costs to promote your businesses together.

18 Visit chat rooms where your potential customers would gather. You can lurk and do market research or mention your product to people. For example, you may read many of the same posts about wanting to learn more about e-book marketing. So, right

there would be a good product idea.

19 Make your web site “sticky” by building a large directory of web sites your visitors would enjoy. It saves them precious time searching for them. For example, if your target audience is interested in online greeting cards, create a web site directory full of links to similar sites.

20 Start a free-to-join business association from your web site. Just ask all members to place your association logo and link on their web site. For example, if you had 1000 members, that would be 1000 people indirectly promoting your web site without paying them affiliate commissions.

Chapter 5

21 Make extra revenue by selling advertising space on your web site, in your e-zine, in your free e-books, on your classified ad site, etc. For example, you could have a list of all the spaces your visitors could advertise and the price of each space.

22 Switch your marketing plan when your market dies for your product. Be flexible and redesign your product for a different market. For example, if your e-book is about starting an accounting business, you could rewrite it for a gardening business.

23 Make your web site worth revisiting. Give your visitors original content, free e-books, information web site links, free useful software, etc. For example, if thousands of other web sites are promoting the same free e-book and that's what you're promoting too, people are likely to have already downloaded it and won't visit your web site.

24 Build your opt-in e-mail list using an FFA (free-for-all links page). People can submit links to your links page and you can send them a thank you e-mail. For example, you could say, "Thanks for placing a link on my web site. I would also like to tell you about a new product we just released..."

25 Reward your customers for giving you product feedback. It could be discounted products, useful software, information products, etc. For example, you could say, "Anyone who gives us helpful feedback on how to improve our product will get a free business e-book."

Chapter 6

26 E-mail each visitor a satisfaction questionnaire after they purchase. This will allow you to improve your order system, customer service, site, etc. For example, you could say, "Thank you for ordering. So we can improve our business in the future for you, can you please take a few minutes to fill out

this satisfaction questionnaire?"

27 Give a percentage of your profits to a cause your customers would like. It could be a charity, school, environmental improvements, etc. For example, you could say, "Our business will donate \$2.50 from each product sold to the local library to help teach kids how to read."

28 Take harsh criticism the right way and improve your online business. Don't get down in the dumps, improve the situation so it doesn't happen again. For example, if someone e-mails and says, "I think your product stinks because your instructions are impossible to understand!", you should find a way to make the instructions clearer.

29 Try bartering before you buy services, supplies and equipment for your business. You can use the extra money you save on advertising your business. For example, you could trade advertising instead of paying for it. You could use the extra money you save to upgrade your web site, product or customer service.

30 Give away a follow-up e-mail course on an autoresponder. Include your ad with each lesson. People will buy quicker when they see your ad repeatedly. For example, how many times have you bought something because you have seen the ad on TV over a period of a few of weeks?

The End