"20 Surefire Techniques To Insure Your Website Explodes!"

By: Arthur Young

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Introduction

I'd like to put a little "twist" on some common topics I'm sure you've already heard or read about at one time or another online.

Why?...

Because I'd REALLY like to try and thrust you into a brainstorming "frenzy"...

I want you to really think (and hopefully understand) why certain selling methods and techniques are so vital to your online business...

...And how easily you can implement many of them into your everyday sales efforts.

If you do nothing else, please read over each and every one of the topics... Even if you're a "KNOW IT ALL" and you feel you already know everything there is to know about a particular subject (and I say that with "MUCHO" love and respect ;-).

Because if you do, I promise you one thing… you'll finish this report with a brighter outlook and renewed excitement about your online business!

Are you ready to bring out the **SUPER SALESPERSON** lurking inside you?

Here we go.....

1. **Create A Mailing List** - This is absolutely - *without a doubt* - the most vital and necessary tool for your business! It is so EXTREMELY important to have a mailing list that entire websites, e-books and courses have been written on the subject.

   This is your ULTIMATE tool for your success. You've probably heard the phrase... "The Money Is In The List". Trust me... No words are truer! You need to have a mailing list and keep in touch with your website visitors to bring in new business.

   And here's where many fail: You CANNOT simply put a small text link or graphic on your site that reads "sign up for our mailing list". That won't cut it. NOT EVEN CLOSE! Who cares?

   REMEMBER - You need to be a SUPER Salesperson online!

   Be creative and find ways, whatever it takes, to get customers to sign up to your list. Once a customer is on your mailing list, they're a prospect (and hopefully a new customer) for life! Repeat sales will be the lifeblood for your business.

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Offer a freebie... ANYTHING... Your first born child (just kidding)... something of value - something to persuade your visitors to sign up to your list.

It's that important! Here's a few ideas:

- Offer a discount coupon or special promo to those who sign up...
- Offer a free email course; I.E. Crafting, Decorating Ideas, How to build a coffee table under $50, etc...
- Promote a contest or drawing that every new subscriber will be entered into...
- Offer a special "Members Only" section for all subscribers...

And promote your mailing list EVERYWHERE possible! In your email, on your website, your auctions...EVERYWHERE! Find clever and unique ways to get your list information out there! Use your own creativity and come up with some "never before seen" ways to attract new subscribers! Browse the net and see what other retailers are doing. Hell, this is so important that many websites actually setup an entire domain name just for their opt-in list!

Then, once you're ready to setup your new mailing list, we highly recommend AWeber Services. They are TOP NOTCH, provide a smorgasbord of resources, and they are EXTREMELY affordable. Plus, they offer a RISK FREE 30 Day Test Drive! If you don't have a mailing list... start one today!

2. Write Your Own Newsletter - Again, this is the ultimate tool for keeping in touch with your website visitors and offering them something of value - FREE. Your topic choices are endless.

   For example, if you own an online gift store, the topics you can consider could be:

   - Creative Gift Ideas For Children And Adults - All Under $10
   - Creative And Unique Gift Wrapping Ideas On A Budget
   - Holiday Or Seasonal - A mailing on each of the holidays offering clever ideas on cooking and decorating
   - Children's Themes - Mom's love to learn more about creative ways to amuse their kids

   Comprende? Your opportunities to keep in touch are once again "endless". And please don't get scared and run away from the idea because you think you can't write! Anybody can write an interesting article...just keep it geared toward something you're passionate about and you'll surely excel!

   A great web resource to learn more about how to write effectively online is a website called SiteSell. In addition, you could download a variety of free e-books from their website that go into this subject in more detail.

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I HIGHLY recommend visiting SiteSell if you aren't familiar with their website. Then, put your newsletter to the test! You'll be astonished with the results!

3. Build Your Own Website - "If you build it they will come!" However, in order to get visitors, your website should NOT be geared toward direct sales, but more importantly toward simply attracting visitors and (YEP.... you guessed it) ... getting them to sign up to your list! It's that IMPORTANT!

   If you don't have your own website… get one. You're missing out on a wealth of opportunity. And remember… you can sell products later.... after you've established a relationship with your customers and built trust!

   And I guarantee you will sell products "later" if you build your list!

   Your site doesn't have to be fancy, and to be perfectly honest, there are many websites out there that provide a great service for folks who aren't too familiar with web design. I've listed my favorite below.

   Understand that creating your own website not only allows you MUCH more opportunity to create sales, but it will also get you much more involved (and excited) about your online business. The search engines look for content when listing sites... and that's very important for traffic.

   You'll have the ability to create some genuine content that'll be picked up by those search engines, which in turn, will lead to a flood of traffic. Once you start writing articles for your newsletter (and you will start a newsletter...right?), simply load them onto your website to add instant content that your visitors will enjoy reading and look forward to... and the search engines will gobble it up like an ant eater on steroids.

   As mentioned previously, you want to earn your customers trust and actually build relationships. That's the goal of your website! Once you accomplish this, the sales will follow. That is extremely important! Don't try to immediately sell a visitor that lands on your website, but instead offer them something of value.... FREE... I.E. a newsletter subscription or a free report to download outlining some great ways to solve a problem or put some excitement in their life.

   SiteSell University - If you aren't familiar...CHECK IT OUT! If you are... Congratulations!

   SiteSell University will offer you a goldmine of information about "pre-selling" your customers and, in my opinion (and I don't endorse too many businesses this strongly), they have the best web hosting service on the planet for new startups, complete with mailing list features, newsletter integration, promotional

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tools… and much more.

4. **Create An Affiliate Program** - Referrals can generate a wealth of income for you, but you have to play your cards right. There are affiliate programs everywhere. Try to make your affiliate program unique (REMEMBER - be a SUPER Salesperson).

   Here's the key -- Instead of providing links directly to your products and services to make sales (and for your affiliates to make referral money), you want to provide links to your newsletter subscription or a free download.

   The point is... Get the traffic to your site and then follow up with your customers in emails and newsletters. Your affiliates will still receive a commission after you make a sale down the road..... And you'll make a sale - 1000 sales - down the road simply by following up with your opt-in subscribers on a regular basis!

   If your affiliates are referring people to your site for a free gift or an incredible promotional offer instead of referring someone surfing the net to your site to BUY SOMETHING, don't you think that MANY MORE online folks would click through to your site from a link offering something for FREE. Absolutely... And that should be your goal... to get the TRAFFIC... To build your list of happy targeted subscribers!

   For example…

   Which of the two links below would you be more apt to click on if you were browsing?

   "Buy anything and everything from Disney Phones to Nostalgic Audio all at Unbeatable Prices!" We Accept MC/Visa/AMEX/Discover. Thousands of products to choose from! Rock Bottom Prices! Huge Savings Everyday! FREE Shipping on many items in stock. Click Here To Visit Our Site!

   OR...

   "Looking For Unique And Affordable Gift Ideas? Download Our FREE Guide To "Choosing The Perfect Gift For That Special Occasion - Even If Your On A Shoestring Budget" You'll SAVE Hundreds... Even Thousands... And Your "Special Someone" Will Be Tickled Pink!" You'll Refer To It Over And Over Again!

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Get it? Again, the subject of affiliate programs in general could consume an entire book, but I hope you understand the basic points I'm trying to share with you. You can setup a "Kick Butt" affiliate program at Mal's E Commerce as well and it's TOTALLY FREE! Now, you have no excuse NOT to get setup and start recruiting an army of affiliates to sell for you. So... What are you waiting for?

NOTE: If a more professional affiliate program is something you'd like to look into, we highly recommend AssocTrac4. This software was developed in house by the Internet Marketing Center. This is the same software that Derek Gehl, President of the Internet Marketing Center, used to bring in over $7 Millions Dollars in profits last year alone. It's very easy to setup and has a huge list of benefits.

If you plan to sell information products (highly recommended and profitable) you'll want to look into Clickbank. They not only have a terrific affiliate program, you'll also find many products you can easily promote on your website that will earn you (on average) a 50% commission.

5. Limit Your Sources - There are many companies out there that claim to have 100,000, 200,000, 1,000,000 product available for you to sell. Be careful! It's hard enough focusing on your marketing and advertising budget when you have 10 products available.... never mind 10,000.

   You've heard the saying... "Too BIG too quick!" Well that's a real concern when you're a small business online. Stay focused! You could become an expert in your field a lot easier with a laser tight product line and focus...GUARANTEED!

   You want to find your niche' (product specific) market and capitalize on it. It's easy to get excited about having everything under the sun to sell - from toasters to toilet paper - but the truth of the matter is.... Finding quality products and capitalizing on their small market is MUCH MORE PROFITABLE than having everything under the sun in your inventory AND then trying to decide what to sell to every shopper online. You'll quickly go "insane". AAAHHHH!

   You could always find a drop shipping source that you can feel confident in and one you feel dedicates themselves to drop shipping specifically. A great resource for finding drop ship suppliers that will ship products directly to your customers – *AFTER YOU"VE ALREADY SOLD THE ITEM* – is The Drop Ship Source Directory. You could find a lot of quality products to sell and learn more about drop shipping in general on their website.

   FYI: There are many companies out there who offer drop shipping services (it seems everybody's jumping on the band wagon lately), unfortunately in most instances, it's not their primary focus.... and that's a problem!

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They offer their drop shipping services as an afterthought, figuring they could make a few bucks on their drop ship sales too, but their primary focus is always going to be BULK wholesale. If you start dealing with any of these sources, you may soon find that the tools and support you ultimately need as a drop ship distributor of their products are insufficient - or worst yet - not available at all. For instance, access to their inventory counts, a digital downloadable catalog with quality images and descriptions, database spreadsheets, online package tracking, etc.

If you decide to pursue drop shipping products from your website or auctions, stick with those companies only found in The Drop Ship Source Directory. You can't go wrong.

6. **Develop A USP** - What is a USP? If you don't know the answer to this question, you're business is in serious trouble! Again, an entire book can be written on this subject (many have been). Your "USP" is your "Unique Selling Perspective". In other words...Why is your business Unique?

   What does your business possess that separates it from the rest of your competition?

   Why should a customer buy from you instead of your competition?

   What do you offer your customers that your competition doesn't?

   There's a great article written by one of the best copywriters in the world that clearly puts the power of your USP into perspective.

   His name?.... Dan Kennedy.

   Dan has written sales material for some of the largest fortune 500 companies in the world. Why is Dan so successful? He knows how to develop a client's USP to pinpoint accuracy and capitalize on its amazing power.

   If you're going to be successful online, you need to learn more about how to develop a strong USP. This one aspect of your business could determine your success or failure.

   Here's a good example....

   Amazingly enough, a once failing pizza shop used the power of a strong USP to turn their struggling business into an empire. They decided to become unique and capitalize on one specific aspect of their business that no one else had yet capitalized on. Once they did, their profits soared!

   Who is this pizza shop? Domino's Pizza.

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How did they turn their business around? With a simple, clever, slogan combined with a strong USP....

Delivered Hot And Fresh In 30 Minutes Or Less... OR IT'S FREE!

The young owner of Domino's Pizza didn't capitalize on fresh ingredients, the ripest tomatoes, 5 different cheeses, or special offers.... Everyone else was already doing that! This "college student" realized where the need was and hammered home his simple message! What did folks want from a pizza place?

They wanted their pizza FAST! This simple slogan and USP alone turned a once failing business into a MEGA MILLION DOLLAR FRANCHISE!

If you really want to discover how to develop a USP for your business, you must read Dr. Ken Evoy's ebook, **Make Your Site Sell**, widely recognized as the "Bible For Selling Online". Dr. Evoy is a master at his craft and over-delivers on every one of his e-books. He's propelled his business into one of the most visited sites online. **Get His Book Today**! You'll thank me tomorrow!

7. **Don't Sell Products... Sell Content** - This may sound a bit strange... After all, you're in business to make money, right? Absolutely! You want the sale...Right? Of course! But just as I touched on this same issue previously, the best way to sell a customer is by first gaining their trust and reassuring them that by making a purchase from you, it will be a decision they won't regret.

   The only way to really do this effectively is by pre-selling. Yes, you want your website visitors to ultimately click the "Buy Now" button on your website, but you only want them to do so AFTER they've come to know your business and respect you as a business professional.

   Why not put some articles or valuable content on your website that will interest readers in your niche' market. For example:

   -- Offer free downloads for visitors to read at their leisure.
   -- Get them to sign up for your newsletter so you can stay in touch.
   -- Place a web poll on your site to get visitors involved - make sure the questions relate to your site's theme
   -- Put a feedback form on your website for readers to offer their suggestions
   -- Put a testimonials page up to show your visitors how much previous buyers enjoyed their shopping experience
   -- Offer a "Buying Tips" or "Helpful Hints" page to give your visitors something of value for free
   -- Offer a weekly promotion to get visitors returning to your site on a regular basis

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This is only a small list of suggestions you could incorporate into the selling process. When folks are returning to your site on a regular basis, your chances for a sale are 1000 times greater than when a first time visitor hits your site.

Below are two great resources to find some webmaster tools that will add "Sticky" to your site, and most are SIMPLE to setup:

Free Sticky - Web polls and interactive forms to get visitors involved on your website
Bravenet - The largest webmaster resource online. If you need something for your site, they'll have it!

8. Sell On Every Page Of Your Site - Your website may be 20 pages, or it may be 200 pages, but what so many folks don't understand is that every page on their website should be a "SUPER" salesperson!

   For instance, let's assume you have a newsletter subscription box that allows your readers to sign up for your newsletter. Now I know (after reading some of the tips throughout this report so far) that your subscription box is going to be a SUPER salesperson in itself! You'll have a free offer for signing up, perhaps a "Special Report" that readers won't want to miss out on so they'll subscribe, or even a special sales promo for those on your list. I think you understand my point. You subscription box is going to SELL!

   But here's the problem I see on so many sites....

   The subscription box is setup very nicely and sells effectively, getting dozens of new subscribers each day, but unfortunately once the new prospect subscribes..... VIOLA! A simple little "Thank You For Subscribing" page shows up to confirm their subscription.

   That's very nice and all, but the greater lesson here is that this is another page on your site to SELL! Why not put another offer on your "Thank You" page as well! This is **PRIME** advertising space.

   The offer doesn't have to be obvious or annoying. Actually, the offer should be something extremely subtle. You don't want to keep bombarding your visitors with POP UP ADS or flashing neon sales promotions... one sales pitch after another. By doing that, you'd lose credibility and trust!

   But by being a smart SALESPERSON, you do want to effectively sell at every turn and take advantage of every opportunity...right?

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Here's an example of a well designed "Thank You" page for a newsletter subscription...

"Thank you for subscribing to our newsletter **"Family First - Money Second!"** You'll now begin to receive a new issue each month - directly to your email. You'll be amazed at how much you'll look forward to receiving each issue! You'll discover ways to "Bring More Love And Laughter Into Your Home"! Plus, you'll receive some money saving tips on entertaining ideas, dining, gift giving, and much more! I know you'll enjoy reading it as much as I enjoy sharing my ideas with everyone!"

(And here's the sales pitch....)

BONUS: We have an **EXCLUSIVE** special for our newsletter subscribers! For only $6.95 a month, you can now join our exclusive "Members Only" Clearance Club! With your membership, you'll receive EXCLUSIVE discounts on clearance items WEEKS before the general public. That means BIG SAVINGS for you... PLUS, you'll receive a free SURPRISE GIFT immediately just for joining today! If you'd like to learn more about how you can save some money and join our preferred club, just CLICK HERE

Now that's not an annoying ad.... Is it? Do you think it will generate some additional back end sales for your business? Absolutely! Is it hard to do... NOT AT ALL! Plus... set it up once and you're done!

Again, this is just one example of the power you can harness on EVERY SINGLE PAGE of your site, and how you can capitalize on each and every page. And again, that's just one example. What about the emails that are sent automatically when a customer makes a purchase from you? Can you add some subtle sales pitch to those? Absolutely!

Use your own creativity and implement some of your own ideas and you'll begin to see your sales increase tremendously!

Take This Challenge.... Analyze your website, check out each and every page, look for areas on your site where you could implement some of these ideas and I guarantee you'll be shocked at just how many pages aren't being utilized like they should be.

And remember... DON'T HARD SELL... SOFT SELL!

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Tip: This is also a great way to place some affiliate links on your site as well, but don't use the standard "Out Of The Box" banners and text links that your affiliates provide. Write some reviews about the products you're endorsing or create your own unique selling ad! BE A SUPER SALESMAN!

The promotions you create on your own will be much more effective then the standard text and banner links available directly from your affiliates.

Looking for a great source for affiliate links? Check out **Commission Junction**. You'll find thousands of companies all eager to pay you cash for your referrals. Best of all, you receive one check each month for all your affiliate sales!
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9. **Automate** - Automation is the key for any successful business online. The term automation simply means "don't do anything repetitive that can be done on "auto-pilot". And believe me when I tell you, you can automate many aspects of your business very easily. The key to automation is having the right software program to do the task. Unfortunately, most programs out on the market that actually do this effectively are quite expensive.

   *I personally recommend setting up an account with **AWeber Communications**. For $19.95 a month you need this system working for you to be successful! Plus... they do have their 30 DAY RISK FREE TRIAL!*

   Don't immediately go to their website and setup an account. WAIT! Get all your ducks in a row first. Once you feel you're ready to open the flood gate, that's the time to get setup. This way you'll have your 30 day RISK FREE period to test drive their system. And I promise you, once you setup your account and put the wheels in motion, it will be the first bill you pay each and every month! It's that powerful!

   Now, onto the automation process....

   There are so many aspects of your business that need to be automated. For instance, your subscription "Sign Up" form. This can be setup to automatically send a "Thank You for Subscribing" email to your new prospects without you ever lifting a finger.

   Hmm.... what a great place to also place a subtle BACK DOOR AD... AHHH! Now you're thinking like the SALESPERSON you need to be!

   What about your newsletter subscription? This can be automated as well! Their system will automatically add and remove subscribers, and follow up with them at predetermined intervals you set to stay in touch.

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And here's a clever idea... How about customer service? You can setup a variety of email addresses in their system and the system will automatically email an immediate response if an inquiry is sent to that email address.

So how can you use this to your advantage? Why not setup various email address for the following:

-- FAQ's

-- FREE Reports

-- Product Lists

-- Pricelists

-- **An OFFLINE SALE CATALOG** - WOW! Now there's a concept! You can have a special sales catalog that is only available through email! Now, you have a prospects email address and you can follow up with them through the **AWeber System** AUTOMATICALLY without ever lifting a finger. Their system will even mail the attachment for you.

-- **Complaint Desk** - We all know that we can't please 100% of our customers, 100% of the time. Customers like to know there's a way to contact the owner direct and voice their complaint. You could setup an email address for yourself personally, and draft a prewritten email letting an unsatisfied customer know that you are personally looking into their problem. They, in turn, receive an immediate response to their complaint, and you have some time to then look into the issue and follow up with them either via email or phone. I guarantee you this unsatisfied customer will be a lot MORE satisfied with that kind of TOP NOTCH Service!

10. **Market Yourself And Your Products** - I won't go into the whole "Marketing" subject here... Naturally, we all know how incredibly extensive the subject could be. But I do want to point out a few things that you need to recognize when marketing yourself and your business online.

    Marketing doesn't have to cost a fortune! Advertising, however, can become quite costly... and there is a difference! When marketing your business there are a few things that should be brought to the forefront.

    You need to recognize the fact that traffic is your ultimate goal! More importantly, you need to (eventually) be able to sell that traffic once they land on your website. That's where you need to be a SUPER Salesperson!

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But how you acquire the traffic is just as important. We all know about **Google Adwords** and **Overture**, but to be honest, in my opinion they are all a bit overrated and can become quite costly for a small business. Don't misunderstand, there certainly are effective ways to use the "Pay-Per-Click" search engines, but that's not something I'd like to discuss in this report… (Perhaps we'll save that subject for another report in itself).

You best efforts should focus on providing quality content and useful information related to your niche' market. Once you do this, the search engines and other websites will pick up on this content and start indexing your web pages rapidly -- referring folks to your website for FREE. Now that's a bargain! More importantly... GET YOUR MAILING LIST Setup! That's when you'll really make the sales!

You should immediately begin writing creative, interesting articles relating to your niche'. Once you've written an article, you can submit it to hundreds of article directories and gain valuable links back to your website free. A great place to learn more about writing and submitting articles is **Article Marketer**.

Everything we've talked about up to this point has dealt with effective marketing so take each topic and utilize what you've learned. Put a few of the ideas to the test. If you implement some the strategies I've outlined here, you'll be a much better SALESPERSON in the long run... and that's what it's all about... Becoming a SUPER SALESPERSON!

NOTE: There is a course on the market that does an excellent job at teaching you how to market your business exceptionally well. This course was written by an expert marketer and has created MILLIONS of dollars in sales for many businesses. It goes into much more detail about some of the topics we've discussed here. If you'd really like to jumpstart your sales, you can check it out **Here**

11. **Add A Signature File To Your Email** - I'm sure many of you have already setup a signature file for your email program, but have you set it up effectively to pre-sell your customers?

    Are you getting the kind of response from your signature file that you should? Do you even know what kind of traffic your signature file brings you? For most... NOT MUCH!

    These are legitimate questions that you need to answer. First, for those that aren't familiar with a signature file, I'd like to explain what a "Sig File" is and how to set one up.

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Then, I'd like to go into a bit more detail about what you should and shouldn't have in your signature file if you want to generate sales.

Setting Up A Signature File

What is a signature file?

A "Sig File" is that small block of text you see at the bottom of an email you send or receive. We've all seen this many times and you probably didn't even realize that this was prewritten text that goes out with every email sent from a particular email address.

If you don't have a "Sig File" setup in your email... DO IT NOW! This is yet another form of advertising you can capitalize on very easily (remember - advertise on every page! Your sent emails are pages too!)

Each email program has specific instructions for setting up a signature file, but it's very easy to do. If you use Microsoft Outlook or Outlook Express, simply go to the "Tools" menu and you'll see a link for a signature file setting. It may be under another sub heading such as "preferences" or "options", but I assure you it's there. You can also choose the "Help" link in your email and this will have instructions for setting up your signature file as well. No matter what program you use for your email, there is a way to add a signature file to your outgoing messages. Find out how to do this and JUST DO IT!

Writing An Effective "SUPER" Salesperson Signature File

So many times I see it.... A signature file that reads:

If you have any questions, please let me know.

Thank You,
Bill Smith

Phone: 888-888-8888
Fax: 888-777-777
Email: **bill@mydomain.com**

AND THAT'S IT! Granted, it saves "Bill" time on writing his closing in each and every email, but that's all it does. Is "Bill" a SUPER Salesman? I say NOT!

Or, you receive his email and at the bottom it reads:

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SAVE $$$$$ ON OVER 20,000 PRODUCTS ONLINE. SHOP SAFELY AND SECURELY 24/7! FROM TOOLS AND APPLIANCES... TO LAWNMOWERS AND OUTDOOR LIGHTING... WE'VE GOT IT ALL ON SALE! CLICK HERE TO VIEW OUR WEBSITE!
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Well guess what?... I'm not looking for a tool or lawnmower right now! Am I going to visit that website? NOPE!

Am I going to remember that website the next time I do need a tool or lawnmower? NOPE! Well then, what could this amateur salesperson have done differently? How about something like this?

If you have any additional questions or concerns, please be sure to let us know!

Thank You,
Bill Smith
Customer Care Representative
ABC Products

Phone: 888-888-8888
Fax: 888-777-777
Email: **bill@mydomain.com**

Your feedback is very important to us! If you have a comment or suggestion you feel would help us to better serve you, please send an email to **feedback@mydomain.com**. You'll receive a **FREE** gift just for helping us improve our service! Your satisfaction is very important to us.

Is your outdoor landscaping the envy of your neighborhood? Want your neighbors wondering just how you do it? Download our FREE "DO IT YOURSELF" LANDSCAPING GUIDE TODAY!

"12 Amazing Yet Affordable Ways To Turn Your Lawn Into A Tropical Paradise In One Weekend!"

Have You Heard The BUZZ? Why Are So Many People Talking About Our Newsletter? Simply Put, It's Jam Packed With The Most Amazing "Tips & Tricks" Every Homeowner Needs to Know To Save Time And Money! Get Your FREE Subscription Today And You'll Receive Your First Issue Immediately!

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Is there a chance one of these subtle ads in this "Signature Files" will grab my interest? ABSOLUTELY! Will I sign up for Bill's newsletter?

Maybe. Do I want a yard that's the envy of the neighborhood? YES I DO!

My point here is this... With a signature file created by a "SUPER SALESPERSON" in comparison to an amateur, the odds of obtaining a new prospect are 1000 times higher than just trying to sell something right out of the gate. Any of the "freebies" (including the feedback email) offered in this signature file will get my name in their email list and as you already know, their autoresponder software will then kick into full gear, emailing me automatically without anyone lifting a finger.

It's like having 1000's of salespeople out on the net daily, and all you did was setup your system once...

… And simply used your "SUPER" sales abilities to get a prospect to SIGN UP FOR YOUR LIST!

So, be sure to setup a signature file (or change your current signature file) to something more subtle but effective, and you'll notice a huge surge in sales once your autoresponder system goes to work. Get your autoresponder system setup at AWeber System ASAP! It's that important!

12. **Write Powerful Headlines And Descriptions** - Your headlines and product descriptions can make or break your sales. The first thing a visitor sees when they land on your website is your headline. Your headline has to grab your reader's attention and literally "Punch them in the Face!"

    I would also like to once again refer you to a FANTASTIC e-book that's available that will teach you in great detail about the power of words and the importance of a strong headline on your website. The book is called **MAKE YOUR WORDS SELL** and it is produced by Dr. Ken Evoy of Sitesell. Even if you've never written one line of web copy, you'll feel like a pro after reading his book. Trust me... It's a tremendous VALUE and read! If you haven't read it... READ IT!

13. **Dedicate At Least 30 Minutes Each Day To Your Business** - This is self explanatory, of course,, but I did want to include it. If you're an online entrepreneur, even part time, your need to set aside at least 30 minutes each day. In order to grow your business, you have to invest in it. Although you may not have much cash to invest, you can always find time.... and that's more valuable than money. Plus, after all the topics discussed in this article, there's plenty of time needed to get your business on the right track. So take some time each day and use it wisely towards marketing and promotion.

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In the long run, it will pay you back 1000 fold!

14. Sign Up For Marketing And Niche' Newsletters - Many entrepreneurs don't take advantage of the WEALTH of information available online... FREE!

    There are so many knowledgeable and successful people online willing to share their trials and errors and discuss what they've learned with you. Take advantage of it!

    There are literally thousands of newsletters available to you just related to marketing alone. Take some time to research a few and sign up for some of them. Read each one you subscribe to... keep those you like... and dump those you don't. You'll come away with a lot of tips and resources you never knew existed.

    Running an online business is a constant learning experience. I know from experience that I learn something new each and every day (my brain can't take much more ;-). You should never stop trying to learn new and clever ways to promote you business to ultimately make more profits. That's the bottom line... PROFIT!

15. Create A Suggestion Box For Customer Feedback - The more you know about what customers are saying about your business, the more you can improve on your overall performance. It's just you against the world... ***so find out what the world has to say***. Put a questionnaire or feedback form on your website and find out what your customers like and dislike about your business. Offer a free gift to your customers (it could be as simple as a free report to download) for taking the time to fill out your survey. Their feedback could generate a lot more income for you.

    Take this example...

    Let's assume you consistently sell 10 products a day on your website. Great! You're happy with that as a part time income. You're making an extra $100 a day from your site and there doesn't seem to be any issues you need to address. Heck, 10 orders a day.... you must be doing things perfectly...right?

    Then, one day, you decide to place a small feedback form on your website. You have someone design the form to pop up when someone exits your website (remember... you need to be creative with your pop ups and forms or their virtually useless). Over the next few weeks, you noticed that a lot of customers are filling out the feedback form (to get your free download about "How to create adorable stuffed animals out of old pillow cases") and many of them have mentioned that they were about to purchase something from you but couldn't figure out the shipping charges so they simply left your site.

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Now remember... you're still getting 10 orders a day consistently. If you hadn't placed that form on your site, you'd never know this was an issue. You're still VERY happy getting your 10 consistent orders daily.

But now that you've discovered there may be a problem with how customers find their shipping rates, you decide to address that problem and put a link to a shipping rate chart.

Chances are, once you take care of the issue, those 10 orders a day will soon increase to 20 in no time. And just think about it... You would've never known there was a concern if you didn't reach out and talk to your customers. Without knowing what issues or concerns your customers have... you can't fix a problem! Therefore, you're leaving profits on the table for someone else (A SUPER SALESPERSON) to steal right out from under you.

16. Offer Contests And Freebies - People browsing the Internet like to get involved. The Internet feels like a giant community to many. They are very willing to enter drawings and contests if they feel they're legitimately run and they realistically have a chance to win something. A great way to capture a visitor's email address (and we know how important that is) is to offer a contest where something FREE will be given away.

    Having said that, when it comes to contests, people won't enter a contest unless they are going to receive something substantial, something of VALUE! You can't run a contest and offer a free "How To" Download. That just won't cut it. You have to offer a REAL prize. I'm sure if you brainstorm a bit you'll come up with some great ideas.

    Again, use your own cleverness... And Do Things Ethically! Be sure to add a "PREVIOUS WINNERS" page on your site so that new entrants can view previous winners. This will also add legitimacy to your contest. Also, be sure to present the contest rules clearly on your site so everyone entering can read and agree to the terms.

17. Use Creative Pop Ups And Exit Windows - With the blatant overuse of Pop Up Ads and browser window manipulators these days, almost every web browser and/or host offers pop up blockers to stop these uninvited pests! I myself couldn't be happier. They are very annoying when mis-used!

    It is a bit unfortunate though, because pop ups – when used effectively - do an extremely good job of converting visitors into new subscribers. But lately, pop up windows have taken on a BAD NAME...and in many ways... for the wrong reasons.

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Just like anything else, when you use something like a pop up window on your site, you have to use it with caution and show respect for your customers. No one wants annoying pop ups at every click. Fortunately, you can still obtain a tremendous response rate from the new, more sophisticated pop ups and "Hover Ads" available.

The **AWeber** system uses some very sophisticated technology with their software to allow you to create advanced pop ups and hover ads that pop up blockers can no longer destroy.

Additionally, as I mentioned previously, exit pop ups are a great way to get customer feedback. You can also use exit pop ups for special offers and discounts. Again, the cleverer you become in your thinking, the more advantages you'll find for this technology. Browse the web... See what others are doing... and then adapt some of those methods you find interesting into your own site.

There's no doubt, your response rates will skyrocket with the use of pop ups, hover ads, and exit windows.

18. **Take Advantage Of Newsletter And Ezine Advertising** - One of the most efficient ways to advertise your business online is through ezine and newsletter publications. Having said this, the reason many small businesses don't get good results from an ezine or newsletter ad is simple....They are usually writing their ads to MAKE A SALE.

    Now that you're ready to be that SUPER SALESPERSON, you now know that the sale comes later..... First comes trust and a relationship with your customer. So the reason you want to advertise in a newsletter or ezine isn't to immediately HARD SELL a product, it's simply to (LET'S SAY THIS TOGETHER) "Build Our MAILING LIST! Very... Very... Good!

    When you find a newsletter or ezine that targets your niche' market, try placing an ad in it with only one goal in mind.... Get New Subscribers on Your List. Once you have a large list of subscribers, then and only then, will you truly be successful! Once you accomplish this task, you can literally write your own paycheck. You could send out weekly sales offers, promote affiliate programs, promote new downloads you've created.... the opportunities are endless.

    Now, contrary to when I addressed the topic of writing a Signature File, (that's FREE to do and doesn't cost you a dime), ezine and newsletter advertising does come with a price tag. Fortunately, there are literally thousands of ezines and newsletters out there that are targeted toward your market. Out of all these publications, each will have a different number of subscribers and a different cost to advertise in.

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Additionally, depending on the type of ad, the location within the publication, and the reputation of each publication itself, the costs can vary significantly. You should start small, and once you create an ad that you know is producing good results, you can then step up slowly.

Take baby steps with each aspect of your business and learn from each experience! Nothing has been wasted if you've at least learn something from it.....

Write a GOOD AD! This can become a bit frustrating to master, but take your time and write from the customer's perspective. Put yourself in their shoes. Ask yourself...

-- Would I click on this ad if I read it?
-- What's in it for me -- the customer?
-- Do I use emotion and a call to action?
-- Am I making the customer an offer they simply can't refuse?

Again, writing effectively is a craft that takes time to master, but you can do it with a little practice and perseverance. I strongly recommend the book **MAKE YOUR WORDS SELL** if you are serious about learning how to write ads and web copy effectively. Like I mentioned previously... It's SUPER!

When choosing an ezine to advertise in... choose wisely. Make sure you're advertising in a reputable publication. You can always ask the publisher for references or past issues to be sure they are legitimately mailing and advertising as described. But most importantly... advertise in ezines!

19. **Have Fun!** - So many online entrepreneurs forget this! HAVE FUN! If you aren't having fun... give it up! You have to be excited and enjoy building your business everyday. When you make business fun, it becomes something more than money and profits.... it becomes a passion! When you're extremely passionate about something... you put a lot more effort into obtaining your desired results.

20. **Setup A Mailing List** - Oh, did I already mention this? Ahhh... IT'S THAT IMPORTANT! So I've mentioned it again! If you choose not to implement any of the techniques mentioned above... at the least SETUP A MAILING LIST! It's will be your best asset and continue to churn huge profits for your business month after month! Read and educate yourself everyday about how to build and profit from your list! It's that IMPORTANT!

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Until next time,

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