KILLER

MARKETING TIPS

THE ULTIMATE COLLECTION OF INSIDER MARKETING KNOWLEDGE

EXPLODE YOUR COPY & SALES

BY LES BLYTHE

Killer Marketing Tips

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Introduction

Over the years I've learned a lot of marketing tips and tricks. Some of these marketing tips have single handedly helped turn an okay business into a great one.

That's precisely why I pulled together these 50 marketing tips and tricks from **top marketing experts in the world** to inspire you to start testing out some of them to improve your copywriting.

I put them together in a way that's super easy to read and implement - by explaining the tip, giving you examples, and finally giving you a takeaway for each tip.

Don't feel like you have to implement all of the tips. Often, just putting a couple into action at a time can have drastic effects on your copywriting.

So, enjoy this book and start taking action on these awesome marketing tips and tricks!

Best,
Les

1. Increase Your Price Point

Most people tend to undercharge for their services. Try increasing your prices, as a test, and see what happens. Funnily enough, most people perceive something that is higher priced as being of higher quality, which can encourage people to buy your product or service. As you increase your prices, you're also receiving more per sale, increasing your profit margin. Take this strategy a step further and target higher value clients.

For example, if you run a business coaching company, and you currently charge $200 an hour for your time, increase your rates to $1000. With the perceived higher quality and value in your coaching, target businesses that make a lot of money vs. those that are barely getting by. In this example, one client would be worth 5 of your clients in the past. Not only have you raised your hourly rate, but you've decreased the amount of work you need to do to earn the same amount of money.

An interesting example is when you sell a course or software for $7 vs. $497 vs. $997+. Although the $7 price gets the most conversions, the $997 price would almost always make tons more money. You just have to make sure you do a good job of showing the value!

Takeaway: Increase your prices and target customers who have more money to spend on your product/service.

2. Make Your Offer a Premium Or “Done-For-You” Offer and Charge a Premium Price

See what you can add to your offer, or bundle it with, to make it a more premium offer. Or look at how you can make your offer more “done-foryou.” Now price your offer accordingly. The kicker is that more people like to buy a premium offer than a basic offer, as it's more appealing and more "done-for-you" than just an item that they'd have to do all the rest of the work on themselves. And less people offer premium services/offers, so you're competing against fewer offers.

For example, instead of charging $100 to write an article, charge $997+ to write five articles, create a blog, post the articles up, optimize it for their keywords, and have a custom graphic or two.

This doesn’t just apply to services either, as the same can be done for almost any kind of product out there. For instance, instead of just selling a book on how to lose weight, you could also sell a product or program that gives them daily exercises either through e-mail, a mobile app, software, etc.

So instead of someone just reading how to lose weight, you can make it easier and more “done for you” by literally giving them a way where they simply have to follow the daily tip. Or instead of selling a 50¢ apple at a gas station, one could sell a pre-sliced apple with caramel dipping sauce ready to go for $4+ (even though the raw cost is only a tinge more than the standard apple).

One great example is instead of selling a course on how to rank on search engines and get traffic, which would be a challenge to sell even in the $25 to $50 range, create software that helps do a lot of those tasks for people. And instead of having the challenge of selling a course for $25 to $50, you can charge $997 / year to $2,997 / year much more easily. You're able to do this because it's more "done for you" and involves far less time for the end user.

A similar example outside of software was a real estate investing instructor who at one point sold several courses on how to invest in real estate. Most of these courses were originally on the lower end of the price point, but she was able to turn those "books" into "webinar trainings" and online courses and charge closer to $997 or more, but she didn't stop there.

She was able to create software that helped do what she was teaching and sold it for around $4,000 a pop. But she still didn't stop there. She then took all her teachings and tools and basically made an offer that would be as hands free as possible for the user. She set up an offer where you'd be able to purchase a $25,000 package where you'd get on a bus with others, tour dozens and dozens of homes in a day that they already did the math on and knew were awesome deals, and then be able to make offers on the spot with bankers, agents, mortgage brokers, etc. all right there with you in one place.

Granted, this wasn't for the average mom and pop investor, but for some big investors, including overseas ones looking to take advantage of the

U.S. market at the time, this was an opportunity to jump into it as hands free as possible. And they were willing to pay for it.

An interesting twist on making any offer more premium or done for you is that it doesn't have to always start with your own product or service! You can find existing service providers or products out there, see how you can make them better / more "done for you," and then try to either form a partnership with them or just use an outsourced provider to fulfill the work for a service. A few simple tweaks to their package / offer and sales pitch can turn a $5 offer into a $500 or even a $5,000 one without even having the need to make your own offer from scratch!

Takeaway: Look at how you can make your offer a premium or "done-for-you" offer by adding more things to your service or bundling your products together to give more value. This then allows you to increase your prices substantially, your premium pricing reflecting your premium product.

3. End Your Prices with A 7, .97, 5, or .95

Instead of charging $10, for instance, consider charging $9.97. Even though it's only a few cents less, people seem to think that it sounds cheaper. Even on high priced items the same tricks can work. For instance, you've probably never seen a car advertised for $30,000. Instead, you'll see it advertised for something like $29,995.

Amazingly enough, on that last example, some people will walk away thinking that the car is $29,000 in their head (even though they're smart enough to know that it's obviously $30,000).

In the past many marketers have used 9 or .99 to end the numbers in, but it seems that there's been a growing trend lately that 7, .97, 5, or .95 stand out even more and appear even less expensive. Crazy stuff, but it can definitely work. And it's doubtful that you'll miss those few cents after increasing your conversions.

Takeaway: Consider adjusting your price points to end in 7, .97, 5, or .95 to make your prices seem cheaper and help increase conversions.

4. Offer Limited Time Deals

Offer limited time deals, especially ones that don't last more than a few days tops. And if you have an e-mail list, mail them a lot more on the final day with reminders to the deadline. You'll often get most of your sales on the final day! Countdown timers can be another great way to emphasize this. The idea is similar to furniture stores that seem to always have sales that end on the weekend... even though we all know they'll probably have another sale in a week or two, we're more likely to buy now if we think there's a sale on it now vs. later. People like to procrastinate, so limited time deals can get them off their butt to take action.

For example, if you run a gym, you may run a sale on gym membership, where if they sign up over the next 3 days they receive a discount on the total price, or X amount of personal training sessions as a bonus. The time limit creates a sense of urgency, encouraging people to buy that may have sat on the fence or procrastinated otherwise.

One huge marketing tip perfected over the years, which makes a lot of money, is a limited time deal method called the 3 Day Money Maker or the 1, 2, 3 Limited Time Offer. It can work especially well if you have an e-mail list and can e-mail them about the special offer.

Here’s how it works. You setup a special offer (ideally either a big discount like 50% or a big bonus to include with it) that only lasts for three days. Typically, either start this on a Thursday or Friday and have it

end over the weekend on midnight (either Saturday or Sunday night). On the first day, you only e-mail your list once to announce the special deal, provide them with a link to the sales page to buy it, etc. You then tell them that the deal ends on midnight on X Day (three days from then). You typically will get some initial sales then, but not necessarily a ton. Then on the second day, you send them one e-mail in the morning and one e-mail later in the afternoon or evening. You likely will get few if any sales then, but that's okay. The third day is where the real magic happens. On the third day, which is the final day of the sale, you e-mail them once in the morning, once in the mid to late afternoon, and once in the late evening.

Your subject lines should increase the sense of urgency with lines like "Final Chance – 50% Off Deal Ends Today" and "Only Hours Left to Save 50%" or "Final Warning – Deal Ends in a Couple Hours" (they don't have to be exactly that, but you get the general idea of making it seem urgent).

The final day, especially the final hour or two, will get A LOT of sales, particularly in the final minutes of the special offer. In fact, if you leave the offer up until the morning, you can get several sales in the wee hours of the morning that think they gamed you by getting the deal just after it technically was meant to close. Using this method properly, exactly as laid out can make some businesses more money over a few days than they might make in several weeks or more!

Takeaway: Create a time sensitive deal where people only have a limited time to take you up on it. The sense of urgency encourages

people to buy. If you have an email list, constantly remind people of the deadline, as often the most sales will happen in the last day near the end.

5. Use the Word "Only" Before a Price

How items are described and the words we use to frame situations can have a big impact on how we then think about a scenario. Just as saying, “I cut my finger, but there’s only a little blood” versus, “I cut my finger and there’s blood everywhere,” paint two very different pictures, the words you use to describe your pricing can make a difference to your sales. Something as small as just putting the word “only” before your pricing can increase your sales.

For example, if your price point is $97, instead write "Only $97." Psychologically, by putting “only” in front of the price, you are making little of the price, implying that it isn’t that big, and is a good deal.

Takeaway: Use the word “only” before your price (eg, “Only $97” vs. “$97”) as psychologically it implies the value you are getting is greater than the small amount you are paying.

6. Mention a Saving Next to a Price Point

It is important to point out when you are giving people a discount or savings. This lets them know you're giving them a great deal and lots of value. A discount also has a psychological effect - we feel we are getting a better deal and are more likely to buy. Seeing that an item is discounted not only is an incentive to buy it now, it can also encourage new users to buy that might otherwise have not considered it.

For example, when listing your price, you might write: "$97 --- 50% Off Today!" This makes people feel they are getting a great deal, helps them justify the purchase to themselves and is more likely to push them over the line.

If you have several similar offers that are slightly better or more / less expensive than the other, instead of just listing off the benefits of each one next to their price, you can also not only list off the savings, but say "Good," "Better," and "Best" next to each one (or "Most Savings" or something similar). Never assume that people will just do the math in their head and know which one is the best deal.

Takeaway: Put a savings amount next to a price point (eg, "$97 --- 50% Off Today!) as it makes them feel they are getting a great deal and can encourage customers to buy that may not have bought before.

7. Mention The "Normal" Price Next to Your Sales Price and Have a Reason for a Deal

When people see the difference, between your normal price and your sales price, it influences their decision to purchase. By having a “normal” price listed it creates the impression that the deal they are getting is awesome. They’re getting all this value at a price that is way less than “normal”. People love to believe they are getting a bargain and by listing both your normal and sale price side by side, it highlights the value they’re getting for their money.

For example, when you list your pricing, write it as, "Normally $197 -- Only $97 Today!"

You can also come up with excuses to have such discounts listed. These excuses can be mentioned next to the discounted price as well. These could be things like a holiday special, inventory closeout, end of year special pricing, manager’s special, etc. Any excuse works and makes it seem like a legitimate deal that they have to take advantage of.

Takeaway: People love a bargain. Create the perception of a great deal by listing your “normal” price next to your sales price (eg, "Normally $197 -- Only $97 Today!"). Optionally use names for special deals like a holiday discount or manager’s special!

8. Offer a Range of Differently Priced Upsells

Upselling is offering a complimentary or upgraded version of a product/service that a customer is currently purchasing. One of the most well-known upsells can be heard when you head into your local fast-food joint, “Would you like fries with that?” Even not so great upsells can add a quick 33% or more to your revenue stream.

Some really good upsells or funnels can even double your initial sales or more! An upsell is a great way to increase the total value of a sale.

For example, if you run a dance school, and each class is $15, you could provide a number of upsells. You could offer 3 different upsells, of varying amounts:
Upsell 1 – 4-week course for $50
Upsell 2 - Gold Membership where for $120 a month you can attend as many classes as you like.
Upsell 3 - Pro dance package for $200 a month, which allows you to attend unlimited classes and receive 2 private classes a month.

A good upsell path, often referred to as a funnel, can make or break a business. One approach is to offer a crazy deal on the front-end (a low priced, deeply discounted offer or a free plus shipping and handling offer) while having several upsells ranging from continuity offers to high end offers. The money is made in the upsells – not on the front-end – in this case.

Just adding one or two upsells to your existing offer can greatly increase your earnings with minimal effort. Upsells don’t have to be perfect, but you need to have them!

Takeaway: Offer a range of differently priced upsells to customers to increase the total of each sale. Upsells are complimentary or additional options on an offer a customer is already purchasing. Include at least one.

9. Partner with Other Businesses

Look to partner with others where both of you could make a lot of money from each other, but with whom you don't directly compete.

For example, if you sell homemade candles, reach out to boutiques to see if they'd be willing to sell your candles (even without them buying them first - just sharing in the sales). Or if you sell a social media management or SEO service, reach out to web design firms that might not offer your services to their clients, but offer them a good chunk of the sales PLUS offer to do all the work, support, etc. for their customers AND let them market it as their own (a win-win for both).

Or if you're a programmer or have a tool of your own, reach out to market leaders in your industry who might be able to sell a lot of your product and let them white label it (sell it as their own) for a good cut of the profits while you just maintain it and do support for it. One good deal here can be more than a full-time living or a good little business all by itself.

Six and seven figure businesses have been created by making such deals, and it all starts with just reaching out when you know both sides can benefit.

Takeaway: Look for other businesses that you don’t directly compete with that you could partner with. Then look at how them selling your product can be a win-win, whether it’s a share in sales, fulfilling a need

their clients have but they don’t offer and allowing them to market the service as their own or white labeling your product for their clients.

10. Identify What Your Competitors Are Doing Well and See How You Can Replicate It

Find out where your competitors are advertising, spy on their sales funnels, and see how you can replicate any of their good ideas that appear to be working well. There are many online tools to find out what ads and keywords your competitors are using. There's also a couple of basic ways to see what your competitors are up to - follow them on social media and subscribe to their blogs and newsletters. If they have smaller priced items, you may choose to purchase one of their items to see what their purchase process is like, whether they offer upsells, what those are and what their follow up process is to a sale. See what they are doing really well and look for how you can replicate it or adapt it to your business.

For example, if you sign up to a competitor's newsletter, you can see how they nurture a lead and turn it into a sale. Is there anything you see in this process that is working well that you can adopt for your business? Or you may purchase a small item from them and find they are offering a great upsell - is that something you could do?

A simple trick you can do to spy on other offers is to check ads on other sites or on social media like Facebook and just see how many views, comments, likes, etc. they're getting. If there's a ton of comments, for instance, it's likely something you want to look at and see what you could replicate or do better. You don't have to always start from scratch or re-invent the wheel.

That’s not to say that you have to copy everything exactly as is, but by spying on what others are successfully doing and seeing what you can learn or mimic from them, you set yourself up to succeed far more easily.

Takeaway: Find out where and how your competitors are advertising and what their sales funnels are. Then look at what they are doing well and see how you can replicate this for your own business.

11. Instead of Waiting for Leads to Come to You, Go to Them!

Instead of just building an opt-in page or a squeeze page and waiting for leads to sign-up or reach out to you - or instead of waiting for people to find your store and buy from you - actively go out and find prospects.

Look for questions that are being asked, which are relevant to what your business provides, on forums, Q&A sites (like Yahoo Answers or Quora) and social media such as Facebook and Twitter.

Now take a couple of minutes to answer those questions, making sure you provide value first and foremost. This will help you gain extra exposure for your business, help build you up as an authority in your niche, start to build trust between you and possible customers and potentially land you some sales.

For example, if you have an SEO service, look for questions on the best ways to optimize websites. Then you could leave an answer such as, “Here are 3 tips I find work well…(insert your tips here). If you’re after more information, I help people with their SEO, through information and doing it all for them, and here’s a link to an article I wrote listing 17 tested ways to improve your search engine optimization.” You’ve already given great information and value in your answer, making people more likely to click through to your site.

Another example would be if you were a chiropractor, you can find people complaining about back pain and offer a couple of tips that you think might help them, followed by an offer to stop by your clinic for a free initial adjustment or consultation.

Or if you were in the weight loss niche, you could find people asking questions on the best ways to lose weight, give them a few tips, and then link to a longer video or blog post of yours mentioning even more tips perhaps with an offer to sign-up for a free newsletter, which can be used to try to drive them into your main offer.

Don't underestimate the power of going to leads instead of waiting for them to come to you! In fact, it's important to note that this doesn't just have to be done with consumer leads. You can apply the same methods to finding other businesses to partner with, for instance, and proactively reaching out to them to try to land a deal. Or even proactively going out to leads in the media to see if they'd want to run an article or story on something that you're an expert in related to your niche. Even taking just an hour or two a week doing this can have huge benefits for your business.

Takeaway: Go looking for leads, instead of waiting for them to come to you. Look on forums, Q&A sites (like Yahoo Answers) and social media (such as Facebook, Twitter, etc.) to find questions being asked that are relevant to your offer. Answer those questions, providing good value, to increase your exposure and potentially make sales.

12. Join Relevant Facebook Groups in Your Niche and See What People Are Complaining About

Find relevant Facebook groups in your niche, join them, and take the time to see what people are complaining about. What are the common complaints that keep coming up again and again? What product or service could you come up with to provide a solution to these complaints? Once you've come up with a solution, sell it or give it away for free to build a list or following.

For example, if you run a wedding planning business, join Facebook groups in that niche and see what the common complaints among brides-to-be are. Perhaps they find that it's very overwhelming, trying to remember everything to organize and knowing when to do what. You could create a timeline checklist, of what to organize when in the countdown to the big day, and offer it free to build a list of potential clients.

Takeaway: Join Facebook groups within your niche and see what the most common complaints are. Then find a solution to these complaints and either sell it or use it to build a list or following by giving it away free.

13. Use Case Studies in Your Marketing to Sell People Without Selling Them

Social proof is a great way to help sell your product. A testimonial from a satisfied customer can sometimes be more effective than you, yourself, talking about your offer. A great way to make your marketing less "salesy" while still being powerful is to include case studies from people who have used your product/services.

For example, instead of talking about how people need to buy your SEO service, write up an article, blog post, or Facebook post on how one business went from no rankings to #1 rankings and more sales in under 2 weeks with a handful of easy tweaks... and then talk about the process and what your service did. A handful of readers will naturally want to reach out to you to have you do the same thing for them.

This same method can be used to write blog posts, articles (even ones you can submit to the media), videos, etc. For instance, you could have an article on "how one household decreased their energy costs by 38% with a couple simple tweaks," and then you can describe what was done, how your product(s) / services helped, etc. Naturally some people will want to do the same.

Takeaway: Use case studies to explain your service/product and the results customers can achieve. Do this through articles, blog posts or Facebook posts.

14. Give Something of Value Away (and Monetize the Backend)

Everybody loves a freebie! What do you currently sell, that is of value, that you could offer for free? And how can you monetize the back end of that? This works especially well if you can offer something that other businesses would normally charge for.

For example, if you have a corporate cleaning business, you could offer your first clean free and follow up with your customer to see if they were happy with your service and would like you to continue. This is a great way to get new clients to try your service, as you're taking all the risk out of it for them and, if you do a great job, chances are they'll want to keep you on. The principle of reciprocity comes into play here too - you've given something of value to them, and chances are they'll feel the urge to do the same back.

A twist on this model is "free plus shipping & handling" funnels, where you offer something for free on the front-end as long as the customer covers a small s&h fee (usually under $5). As long as they think the value is $20+, they'll consider this a steal and be inclined to jump on it, even if they normally wouldn't buy it right then and there. However, a necessity with this model is to make sure that you have a great set of upsells and a good backend to really monetize it.

Typically have a continuity offer (like a membership or something along those lines), a low to medium priced offer, and ideally a high-end offer in the upsell path. The real money is made in the upsell path, as it's hard to

make a lot off a free plus s&h offer. As an added bonus with this model, you also get a lot of quality buyer leads (worth far more than non-buyer leads), without often having to pay a lot in advertising costs to acquire them! This allows you to market more offers to them in the future and make even more money off these buyer leads.

Takeaway: Find something you can give away, that has value and then look at how you can monetize the back end. Whether it is a sample of your service or a physical product, this works especially well if it something that other people usually charge for.

15. Bundle Your Services to Create a “Package Deal”

Look at how you can bundle your service or products together to create a package deal. This can be a great way to move more products and services and add value to your customers. Customers feel they are getting a great deal, as they are paying less than if they bought each item separately, and you get the benefit of a higher dollar sale per transaction. Bundling can also help you move slow-moving products and give you an upsell to offer to customers that may have been looking at purchasing an individual item.

For example, if you own a travel agency, offer a package deal where accommodation, flights, several meals, and an attraction are all included. For another example, if you own a beauty salon, offer a pampering package, where a hair styling, manicure and massage are offered together. While a customer may have been considering purchasing one or two of these items, if you offer a great deal, they might be persuaded to purchase the whole package.

Takeaway: Bundle several of your services or products together to create a package deal. This creates another offering for your customers, with great perceived value, and gives you the opportunity to upsell, move slow-moving products, and increase your dollar value per sale.

16. Approach Your Current Customers with Other Related Offers

It's often a lot easier to sell to your current customers than to get a new customer. They already like and trust you and know your product/service works. Tap into that opportunity by looking at what else you can sell to your customers that compliments what they bought previously.

For example, if you have a resume writing service, you could go out to recent customers and offer an additional service where you submit their resume to X amount of job ads and write a customized cover letter for each ad and also submit their resume to several recruitment agencies.

A tech business sold server management services; the owner was wondering how to increase sales. It was pointed out how it's often much easier to sell to existing customers than get new ones. He was questioned about what kind of things his current customers seem to want or ask him for and, as suspected, they were asking for things like websites, ranking help, etc. among other things. He wasn't offering any of these services (or even taking a cut from others he referred them out to).

Months later he finally put this strategy into action, and he instantly saw a big boost in sales, and eventually he increased his sales by 66% by just adding a couple other offers. He wasn't even trying that hard, and if he gave it some more thought, he likely could've doubled or more his

existing sales. That’s the power of selling to your existing customers with relevant offers that they likely already need!

Since your customers are going to be buying related products and services anyway, you might as well have them buy from you! And even if you can’t offer the product or service directly yourself, you can easily reach out to those who can supply them and work out a commission deal for referrals.

Takeaway: Reselling to your current customers is often a lot easier and less costly that trying to obtain a new customer. Reach out to your current and past clients with a complimentary offer to what they’ve bought in the past.

17. Ask for Referrals from Your Customers

Have you ever tried a product or service based on the word of a friend, colleague, or family member? Many of us have, because we trust that person and are more likely to take their recommendation over someone we don't know. This is the power of referrals. Ask your current customers if they have friends, family, or people they know that they think would love your service, then contact those people on behalf of them, offering your services/products.

For example, say you have an ecommerce business where you sell natural beauty products. You could email out to your customers, asking them if they know anyone that would love your products as much as they do. If so, ask them to pass on the email address of those people and explain you'll not only offer their friend a free sample of your most popular product, but that they themself will receive a bonus 15% off their next purchase online as a thank-you. When you email the new lead with your free sample offer, mention that their friend thought they'd like your products, which is why you're emailing and would love to offer them this free sample as a gift.

Takeaway: Ask your customers if they know people they think would love your product/service, and if they'd be willing to pass their contact info on to you. Contact those people on their behalf and make them a special offer.

18. Have a Loyalty Program

A loyalty program is a great way to encourage customers to keep purchasing from you, make them feel special and reward and thank them for their continued business. Most loyalty programs involve rewarding customers when they buy regularly from you or have purchased a certain amount from you, whether it’s in free products or discounted future purchases.

For example, think of your local coffee place. Many local coffee shops have a simple punch-card loyalty program, where you purchase 5 coffees and receive your 6th coffee free. The reward, of the free 6th coffee, encourages people to keep coming back to the same coffee place to indulge in their caffeine kick.

Takeaway: Implement a loyalty program that rewards customers, through free products/services or discounts for future purchases, when they regularly purchase from you.

19. Use Future-Use Coupons

When customers make a purchase, give them a coupon for a dollar value or percentage off their next purchase. This is called a “future-use” coupon. It encourages your customers to come back and purchase from you again and keeps you in their mind. You can even make receiving the coupon dependent on spending a certain amount, to encourage customers to spend more per sale.

For example, if you have a tennis shop, you could have an offer where if they spend over $100 today, they get $25 off their next purchase of $100 or more. Not only does this give an incentive for your customers to spend $100 now, it also gets you an additional $100 sale next time they come in wanting to use their coupon.

Takeaway: Encourage customers to come back to you with “future-use” coupons. This is where, if they spend a certain amount with you today, they get a percentage or dollar discount next time they make a purchase from you.

20. Membership Program

A membership program is where your customers sign up, either for free or for a fee, to be part of a community or elite club. As an incentive to sign up they often receive special discounts, invites to product launches, early access and other rewards. The benefit to you is that by offering incentives and rewarding customers' loyalty, you encourage them to keep coming back to you and buying from your business. You also have the benefit of beginning to build a list of clients that you can regularly market to and offer deals to.

For example, if you have an online store and sell health food products, you could create a VIP membership program for customers, where one of the main benefits is free shipping. You could also offer special deals, such as a free gift (perhaps a sample of a new product you want to promote) with each purchase over $30. The free shipping encourages people to join your VIP Membership Program, now allowing you to continue to regularly market to them, and the free gift with purchase offer incentivizes them to purchase from you.

For another example, if you sell a weight loss course online, you could have a free or paid upsell Facebook group page where they can more easily reach you, interact with others, ask questions pertaining to their own weight loss journey, etc. This has two main benefits: 1) It can increase the chance that they'll see future messages / marketing from you (like via Facebook) and 2) It can be a super easy upsell that you can

add without any extra real work on your part to initially make it! For instance, you can sell access and include the ability to ask you any question and get a response from an expert, which in the eyes of a lot of prospects can be a huge value. However, to you, it might be something super easy that you might do anyway (answering your customers) but now you can get paid for it!

Takeaway: Create a membership program, where your customers become part of a community, and receive special benefits, for example, free shipping, early access to sales, special deals, free gifts with purchase. This allows you to start to build a list of leads and customers to market to and also encourages customers to continue to purchase from you.

21. Offer a Free Gift with Purchase

Offering a free gift, with a purchase over a certain amount (or just with any particular item), is a great way to encourage people to buy from you, but also to spend more per sale if they have to spend a certain limit. A great way to take this strategy a step further is to make your free gift a sample of other products you want to promote, or a new product you want to encourage your customers to try so as to buy in the future.

For example, beauty brands use this strategy regularly, and to great effect, offering a selection of sample size beauty products in a cute looking case, when spending over $50, $70, $100, etc. in one transaction. Not only does the free gift encourage their customers to buy more beauty products in one transaction, it also allows them a chance to introduce their customers to new products or items they may not have bought previously, without the chance to try them first.

A twist on this method is to offer a free gift in exchange for signing up for a monthly membership program as an upsell. It dramatically increased the conversion rates (by many, many times over). However, the key is to have the perceived value of the bonus be more than their total investment for the first month. That makes them feel like they're getting a no brainer offer that they'd be dumb to turn down, yet it gets them into your recurring money maker where many of them decide to stay to make you even more over time. The bonus here has to be of real value to them, which is why often times you might include a physical item as a bonus even for a digital membership program.

Takeaway: Look at what you can offer as a free gift to customers when they spend over a certain dollar amount in one transaction. This encourages your customer to spend more per sale and also gives you a chance to get customers trying new products, if you make those products your gift. Or put a little twist on that method and include a free gift with the purchase of any particular product you want to push, or even as a bonus to push them into a recurring membership site (physical products can work really well here for a bonus even if the main offer is a digital one).

22. Offer a Guarantee

Offering a guarantee is a great way to make it easier for customers to buy. It takes the risk out of the purchase for them, as it gives them an out if they don't like the product. Psychologically, it also gives them confidence in your product - as why would you be offering a guarantee if you weren't confident in your product? Now, to be clear, make sure you do offer a great product before you whack an awesome guarantee on it!

For example, if you have a mattress company, you could offer a guarantee and word it like this: "Try our mattresses risk free for 30 days - In the unlikely event that you're not 100% satisfied with your mattress we will give you 100% of your money back." A guarantee like this takes the risk out of buying for your customers and gives them confidence in your product. Most people won't take advantage of the guarantee and the amount of returns you'll have versus the increase in sales will be well worth it.

And having said that, it's often best to be fairly laid back on your guarantees. If you have crazy fine print or rules to claim the refund, you'll just encourage chargebacks, annoy your customers (potential future buyers), etc. It pays to be nice and laid back to an extent.

Takeaway: Offer a guarantee that takes the risk out of the purchase for the customer (make sure you have a good quality product that you're willing to back). Make your guarantee bold and visible, and the number of extra sales should far outweigh those that make use of the guarantee.

23. Focus on The Benefits of Your Product/Service

In your marketing focus on the benefits of your service / product, instead of the features. It's the benefits that sell your product, not the features. For example, does a person buying an anti-aging cream want to know that it contains the ingredient Q10 or that it visibly reduces wrinkles and makes them look younger? Think about how you can use the benefits your product provides in your marketing - you can still list the features but link them to the benefit that the feature will give your customer.

For example, if you have a business selling a course teaching guitar lessons, you might have three main features that you could translate into benefits for your students:
Feature 1: Over 50 pages of guitar lessons Benefit
1: Learn to play the guitar in under 3 hours!
Feature 2: Get training on how songs are made.
Benefit 2: You'll be able to create your very own songs!
Feature 3: Practice over a dozen songs with step-by step-instructions.
Benefit 3: You'll be able to play over a dozen top songs in no time! Each time you emphasis what the student is actually getting out of the feature by explaining the end result that they'll receive from the feature.

It's amazing the difference changing your sales pitch from focusing on features to focusing on benefits instead can do. I've seen pitches go from poor conversions to great conversions just by changing that up.

You can even start your own side businesses mostly hands free by utilizing this concept! To do this fairly easy trick, all you have to do is look for other offers that seem to have lots of happy customers (testimonials, reviews, case studies, etc.) but don't do a good job on the sales page of talking about the benefits.

Many service providers on places like Fiverr.com and other "services for sale" type sites often do a poor job at this, but you can either create your own service (can also work with products) where you use them to fulfill the work for you but with a better sales page, or you can just reach out to them and ask if you can use their testimonials, case studies, etc. as long as you use them to provide the service that you'll be selling to your prospects. Many are happy to agree to such a thing, and this allows you to literally be selling something within a day without having to do much of any ongoing work yourself. All you do is make a better pitch and sell it yourself!

Takeaway: In your marketing, look at how you can emphasize the benefits that customers receive from your service, as opposed to focusing on the features. You can still list the features, as they are important, especially with certain products, but link them to what the customers will get out of that feature. Why should the customer care about that feature - what end result does it deliver to them?

24. Ask for Feedback from Your Customers

Ask for feedback from your customers and see what the common themes are. What do your customers like most about your product? How can you focus on that more in your marketing? What do they believe that your product/service currently lacks? Think about how you can use their feedback to create a new/improved service and offer that to your customers.

For example, perhaps you have a business that creates websites and the common feedback that your customers give is that they wish you also helped rank their site on search engines. You could create an additional service, where for a monthly fee you help rank their website. If you don't know how to do this yourself, you could always outsource this part, but white label it as your own service - you still make a profit on the service, but don't need to do any of the work. You can offer this to your current customers, saying that due to their feedback and the demand, you've created this service to help them with what they want most.

Takeaway: Ask for feedback from your customers, specifically on what they like most and what they dislike most/wish you offered. Use the feedback on what they like most and highlight it in your marketing. With what they like least/wish you did, create an additional or improved service/product and offer it to your customers.

25. Offer Free Trials/Demonstrations of Products

Sometimes it's hard to see the benefit of something we haven't seen in action or tried first. Offering a free trial period, or a demonstration of your product, can be a great way to alleviate a potential customer's fears and make them confident the product will work for them. Also, once someone has tried something free, they often feel obliged to reciprocate by purchasing from you - it's the principle of reciprocity in action.

For example, if you have a software product, offer a free 30-day trial, so customers can see how it works, use it and see the results they get from it. You'll get customers who may have sat on the fence or not purchased previously all of a sudden be ready to buy because they can get a chance to experience how great the product can actually be for them.

There's one tip that can greatly increase your retention rate here (or essentially how many stay on past the trial period). And that's to offer a free trial but require them to enter their credit card or payment details. Instead of charging them, which can decrease the conversion rates even more, just authorize their credit cards for $1 or so (this is typically where their card temporarily sees a charge for $1 that never officially goes through.

If you use PayPal, you don't even have to worry as much about this and can just do a straight trial for X days that automatically charges once the trial ends (PayPal is typically very good at getting money from

customers, whereas for credit cards you often have to authorize them to make sure that they're legit to start with).

You can also use trials as "special offers" whenever you want to run a sale. For instance, if you regularly sell a software tool for $997/year, you can have a special offer where you do a free trial for 14 or 30 days. This can get a ton of people who've been on the fence to jump on this offer, as they know that the only other way for them to try out the software would be to pay $997 upfront.

Takeaway: Make it easy for customers to see the value in your product and purchase from you by offering a free trial or demonstration of your product. You'll get a chance to make them feel comfortable with your product and see how great it is for them, before having to lay down their hard-earned cash. This in turn leads to more sales, especially from people who may have been sceptical about your product without the chance to try it first.

26. Reduce/Offer Free Shipping Within a Certain Time Frame

Don't you hate it when you're searching for an item, find it at an amazing price, then see that shipping is going to cost you an arm and a leg? One way to increase your sales, especially over a short period of time, is to reduce the cost of your shipping, or offer a sale period time where shipping is free. By putting a time limit on when you make free shipping available, you add a sense of urgency, encouraging customers to buy now, as opposed to at a later date. It's also a good way to encourage customers who may have been on the fence to make a purchase now.

For example, say you have a business that sells gardening supplies online. Reach out to your customers and let them know that for any supplies ordered by midnight on Sunday, you'll offer free delivery. If you have regular customers that place large orders with you, you may even want to reach out and call them. On your website, make sure it's clear that you have this offer available for a limited time - it may be a pop up on your website or the first thing your customer sees.

Takeaway: For a limited time offer reduced or free shipping on products. The limited time frame creates a sense of urgency, encouraging customers to purchase now, as opposed to at a later date, and encourages customers who may have been on the fence to make the purchase.

27. Offer Themed Promotion (Seasonal, Holiday, Etc.)

Any special promotions can help you drive sales, especially those sitting on the fence as to whether or not to buy from you. However, offering seasonal or holiday themed promotions can help even more, as prospects not only immediately understand that it's a limited time deal for a good reason, but you'll also hit them up during a peak buying period.

For example, the vast majority of people are probably already buying lots of stuff over Christmas, Valentine's Day, Black Friday, etc., so you can ride that wave while they already have their credit cards out, while also standing out amongst the crowd of competitors by having something that they perceive as a special deal.

Similar to other promotions, it's often best to have these be very limited time deals (even if you bring them back multiple times) so prospects don't have the opportunity to sit on the fence too long. Three or so days is often the perfect amount of time to offer a special promotional deal, as long as you give them many reminders along the way. For instance, if you have an email list and are offering a three-day special promotional offer, we recommend mailing once on day 1, twice on day 2, and three times on day 3. Using this method will get you a lot of sales on that last day, especially during the last hours when they know there's no time left!

Even “after the holiday” sales can be huge, especially for big holidays when people are often still at home, bored, and looking to buy or do something. Don’t assume that everyone is out visiting with friends and family. Some (okay … maybe all???) are looking for a break or just aren’t traveling then, so it can be the perfect time to run a special offer or schedule a special event!

Takeaway: During holidays, different seasons, or any other special time of the year, it’s a good idea to create themed promotions with special offers to not only drive extra sales, but to also stand out from the rest of the competition during high sales periods.

28. Send “We Haven’t Seen You in a While” With a Thank You and an Incentive

Most businesses tend to practically ignore their prospects and even their best clients. This is a horrible thing to do, as you’d be leaving a ton of money on the table in doing so.

One thing that you can do to help remind your prospects and customers about you is to send either an e-mail or a card with something like a thank you note along with an incentive to take some further action (like a discount or a freebie leading into a sales offer of yours).

For instance, if you have leads that haven’t bought from you but who’ve expressed an interest of some kind, you can either automatically (via an autoresponder) or manually follow-up with them by writing an e-mail saying how you haven’t seen them in a while, want to thank them for previously reaching out, and then letting them know about either a freebie you’re currently offering, which can lead into a paid offer, or a discount or other incentive/deal that you currently have. This can help revive old, “dead” leads into being active buyers.

Likewise, if you have existing clients that bought one of your offerings but haven’t been active since, you can send them a thank you for being a customer along with a similar freebie or special discount/offer exclusively for your members/customers into some other offer you have. This can be a great and easy way to make more sales without a ton of effort.

Takeaway: Follow up with old leads and past customers with a “we haven’t seen you in a while” message, thank you note, etc., along with a freebie, incentive, or discount to help drive more sales from them your way while also making them feel appreciated at the same time.

29. Start an Affiliate Program

Want a way to make sales without paying for any ads and with zero risk of losing money in doing so? The obvious answer is a big YES, but very few business owners take advantage of running their own affiliate programs, which can do exactly that!

Affiliate programs are where you offer others a cut of any sale that they send your way. When this is done online, there's traditionally special "affiliate links" that they get from you. When they send people through those links that later buy from your site, they'd get credited for and paid a percentage of the sale.

You can do a similar concept offline just by letting others refer your prospects directly (and manually crediting them), or even by handing out special "unique" coupon codes to others to hand out to their prospects so you know where they came from. This could be a special coupon that you hand out, with a code or ID on it, so you know where it came from. Regardless, in either case you only pay them after a sale is made, which makes it virtually risk free for you.

If you go the online route, there's various places you can sign-up to, in order to have your offers on their networks, like Clickbank.com, Amazon.com (which is great to sell on just by itself), CJ.com, etc., as they can instantly let affiliates sign-up for and start promoting your offers. Alternatively, there's also private affiliate programs/scripts out there that you can get free or for fairly cheap to run your own affiliate program without the need for another network.

Regardless of which route you go, don’t expect to magically get lots of affiliates signing up and promoting your offer without you raising a finger. It can take some work to reach out and recruit these affiliates to get them promoting you. It’s best to reach out to those who you can also help in return first, as well as to make sure that you truly have a great converting offer with good payouts to make your offer attractive to these affiliates.

Takeaway: Try creating an affiliate program and recruiting affiliates to help promote your offers at little to no risk to you. Make sure that you have attractive offers and payouts, and that you proactively reach out to the best affiliate prospects out there.

30. Offer Free Review Copies to Influencers Like Bloggers, Big Pinterest Users, Etc.

Did you know that some big influencers out there online can literally drive millions of dollars in sales, with a single post on social media, or mention on a big blog? In fact, there's even billion-dollar businesses that have gotten their start from single big influencers mentioning their products.

And, surprisingly enough, it's easier to do than you might think. Sure, it might be far harder to do a multi-million dollar launch overnight from a big star mentioning you just to be nice, but there's plenty of well-known influencers that can still drive a ton of sales your way (and you never know when you might get lucky by landing a bigger one).

To increase your chances of this, you should take the time to reach out to these big influencers, blogs, news sites, etc., and offer them your products for free in the hopes that they'd be willing to review them.

Sometimes you can even pay these influencers to mention your products. And although some of the biggest influencers out there cost some serious money to do that, others will do it for virtually pennies on the dollar (think about it - $100 or so for a minute or two of their time is a very good deal for some even semi well-known influencers).

Not sure how to find these influencers? Don't overthink it! Search social media sites like Facebook, Twitter, Pinterest, YouTube, etc., on top of

forums, blogs, big news sites, magazines, and then reach out to them directly on those sites (either via messaging or finding an e-mail address).

You can also do a twist on this method by reaching out to relevant blogs, news editors (magazines or big news sites), as well as others in the media, and then offer to write up an article for them on a topic related to your product. As long as it's not just a promotion, several of these editors often times are tasked with writing new articles but don't necessarily want to do all the research and writing themselves. If you do the work for them, allow them to edit it any way that they want, and aren't too sales pitchy, you can land some big publicity with some big influencer sites.

Takeaway: Take the time to identify and reach out to influencers and big sites to see if they'd be willing to mention your product (even if for a price) or review it for a free copy. Just a couple of deals can create a big boost in sales for you!

31. Go for the Big Fish Deals

Too often business owners try to fight over the scraps. They try to make deals or land sales with anyone and everyone that they can find, regardless of if those deals are barely worth any money to them.

It's amazing what can happen when you try to go for the bigger clients or choose bigger businesses to partner with. Just a single deal can often make for a very good month (or even year!).

There's two main ways of doing this. First, you can target more high-end prospects with higher end offerings. Similar to some prior tips I gave about raising your prices and offering more "done for you" services and products, you can try to target the elite buyers instead of focusing on being the low-priced leader barely scraping by.

The second way is to try to focus on big "competitors," or on other business owners who are far bigger than you in a similar market, but not necessarily competing, and then trying to strike a deal with them to sell or promote your offers (for a big cut). If you make this hands-free, super easy, and very profitable for them, you'd be surprised how many are willing to do deals with you.

One way of doing the second suggestion here is by offering to white label your product or service. This is where you allow someone to sell your offer as their own while you do all the work to fulfil it. This can be a win-win for both, as they can get a good cut of the sale for doing virtually

nothing except making easy sales for you, while you fulfil the sales, do the support, and make lots of extra sales without having to spend money on advertising or do any marketing yourself. A single big fish deal like this can make an entire business.

It's often just as hard to make a huge sale or business deal as it is to make a tiny sale or business deal, yet the vast majority of people tend to focus on the little fish because they don't think they're able to land a bigger deal! This can be applied to almost any aspect of business – whether it be finding big players to partner with, selling high end products / services, or even just being an affiliate for more expensive products! Quite often it's just as hard to sell a $5,000 product as it is to sell a $50 product, as long as you're targeting the right kind of prospects. One just results in you making a lot more.

Takeaway: Try going for the big fish now and then, whether by going after more elite prospects, at higher prices with better offers, or by seeking out big partnerships to do white label deals, where they sell your offers for you for a cut.

32. Ask Your Prospects and Clients Questions About What They Want/Need

Business owners often do more talking than listening. When it comes to making sales, often it's best to do more listening than talking. Instead of overthinking and brainstorming what your prospects might want, why not just ask them? You'd probably be surprised at how easy it can be to sell them what they're already telling you they most want/need.

For example, if you're selling a variety of online marketing or web services, instead of trying to force them to buy a particular SEO package to help rank their site, why not ask them what they think their biggest issues are right now with their business? You might find that they really don't care much about their ranking but might instead be focused on their social media, e-mail list management, or some other service that you could easily do for them.

Once someone tells you what their issues are, ask them what they think it would do for their business if those issues were solved, and then ask them how much more they think they could make with all of those things being fixed and running smoothly. This lets THEM tell YOU the value those services mean to them rather than you trying to convince them of the value that you can bring to the table. The more you talk about yourself or your services instead of just listening to what their needs are, the less likely you are to typically land those sales.

And, as an added bonus, this method works well both for prospects who've never bought from you, as well as for existing customers that you could sell other things to. For instance, you might find that all of your clients of one service are practically begging to buy a different service if only you offered it! And this might be incredibly easy for you to either offer or outsource.

One vendor was able to nearly double his net income just by finally asking what his current clients also wanted … and then simply offering them that after years of not selling them anything else! It's amazing how much money is often left on the table by many businesses out there. You might also be surprised at what your customers say that they want, as it might be completely different to what you think they'd want.

Takeaway: Ask your prospects and clients what their needs are and what would help them the most and then provide them with a product/service that fulfills that need. Do more listening than talking to land the most sales.

33. Look to Outsource Other Offers / Services That You Can Sell Yourself

There's only so much time in the day, and although it can be a great idea to add extra services that you sell and fulfil yourself, it's not always practical. This is why it can be a great idea to look for other services or offers that you can sell yourself but easily outsource to others to do with little to no work on your part.

For instance, you might be a web designer that often gets requests to create and add videos to your clients' sites, but it might either be very time consuming or nearly impossible for you to create nice looking videos to sell as a service even if you could get hundreds to thousands of dollars per sale for them.

Instead of just passing on that easy money, why not look for others online who already offer those services, reach out to them, markup their prices (or make them more "done for you" to increase the value and prices you can charge) and get permission to use their testimonials, social proof, examples, sales pages, etc. as your own (or that you can modify) to sell to your own clients. This can be a great way of making extra money at huge margins.

For instance, there's places online like Fiverr.com, Craigslist.com, Upwork.com, etc., that have tons of workers for almost anything you can think of. In some cases, you can find workers who can make nice

looking videos for $25 to $50 (less in some cases) and you could turn around and sell that service for hundreds to even thousands of dollars.

Adding a couple of these services of your own can be super easy, add almost no work to your plate, but make you a fortune almost completely hands free!

Takeaway: Be on the lookout for other services or offers that you can sell that you’re able to outsource to others for pennies on the dollar. This can add some easy money to your sales funnels without adding extra work for you to do.

34. Offer Premium Support Services (White Glove, Warranties, Free Upgrades, Etc.)

You've probably bought electronics before and been offered to purchase an additional warranty. Or maybe you've purchased furniture before and been offered a white glove service to deliver and setup your new couch.

These are all examples of premium support services that can have very large profit margins, so even if only a smaller percentage of customers take you up on them, they can add a lot to your bottom line.

Some of these premium support services can be at little to no cost to you. For instance, one business we've seen had a warranty offer where you could get free replacement charger cables forever on your phone, if they ever fail, for a small one-time extra cost as long as you just cover the small shipping and handling fee. However, these cables have such huge margins anyway that the small S&H fee literally covered the cost of the cables and the shipping. The "warranty" that was sold was essentially 100% pure profit, despite how it would appear to be an awesome deal for the buyers (paying $5 for S&H instead of $29 for a new cable sounds like, and is, a pretty good deal).

You can even sell access to one-on-one help, a Facebook group page for extra (and faster) help, etc. Some of these offers you can literally put together in a few minutes, yet some people will naturally buy them just because they think they might have a use for it one day.

Another example would be offering faster support, faster shipping, faster service, etc. All of these can have huge margins for little to no extra work!

Takeaway: Try to brainstorm at least a couple of extra premium support services that you can offer your buyers (like extra warranties, faster support, faster service, etc.) that come with huge margins despite not really increasing your costs much, if at all.

35. Offer Free Plus Shipping & Handling Products

One of the best things you can do to get people to take action, especially online, is to offer a free plus shipping & handling offer. These offers have an obvious HUGE value because nothing beats free, and by having them pay a small S&H fee, they still see the value in the free product, despite how often times your products' costs might be completely covered in this S&H fee.

For instance, if you go to a site like Aliexpress.com, which specializes in drop-shipping products of all sorts, you can find lots of jewelry, pet toys, gadgets, etc. for under $2 that already include free shipping. Some of these have perceived values of easily $10 to $30 or more.

That means that your customers get an awesome deal by thinking they got the bargain of a lifetime, while you also get a steal of a deal by getting a new customer at better than no cost to you (if the product and shipping costs $2, for instance, you're up $3 in profit just by charging a $5 S&H fee).

Obviously, it's hard to strike it rich at a few bucks at a time, which is why you want to treat these offers as only an entry point into your sales funnel/offers. You want to offer them additional upsells, other products/services on your backend, and take full advantage of their email address to reach out with additional offers in the future, as everything from that point on could be pure profit for you (at least in terms of no advertising costs).

Entire businesses have been started around this model. You can really up your profits here, by not only getting lots of front-end buyers in with an amazing free plus S&H deal, but by then offering several related upsells, including a recurring one with a big bonus worth more than the first payment (as mentioned in a prior tip in this book), which can skyrocket your conversions into your biggest money makers in your funnel. This all sets you up to get great conversions both on your cheap front-end to get a lot of buyers but also get great conversions on your upsells that make your real money. Never underestimate the power of getting something for free or a big bonus with a smaller purchase.

Takeaway: Consider an impulse buy product with a free plus S&H offer where you don’t lose money after collecting the small S&H charge. Then upsell them additional offers to make the most of your money.

36. Consider Adding Physical Products as a Bonus, Especially for Your Digital Offers or Services

Selling digital products like e-books or videos (or even services) can be great, as they often carry much higher margins than physical products. However, people often place a much higher value on physical products that they can touch and hold.

This doesn't mean that you have to offer all your products as physical ones -- far from it! Instead, you should consider offering a simple physical product like a branded coffee mug, hat, t-shirt, or some other product that makes sense with your offer, as a bonus for those who take action fast.

This does two things. First, it makes people take action faster because they know there's probably a limited quantity of the physical product (vs. a digital one that they realistically know you can have as many as you want). And second, they place a high value on physical products that they can touch.

In fact, as crazy as it sounds, you can increase conversions on a $2,000 web service simply by offering a branded coffee mug or t-shirt as a bonus. Likewise, you can even increase conversions MUCH more on lower priced offerings where you give something away that they perceive to be worth as much or more than what they're buying. For example, you

could sell a newsletter for $19/month and give a free t-shirt away with any new subscriber, and that could in some cases more than double your conversions because they think the value of the shirt is worth more than the $19 they paid (and they'll often stay for a much longer time, making you a lot more money).

Another example would be if you sold a phone case for $29 and included a free charging cable with that. Since many of those sell for $29 or so themselves, the perceived value of the offer is huge, even though it might only add a dollar or two to your costs (and still give you huge margins).

You can do the same idea for services that you offer. For instance, you could offer a free cell phone clip-on lens with any purchase of a custom web video (justifying it in a way where they could shoot professional looking videos themselves from their phone).

For an offline physical product or service example, you could offer a free towel and sweatband just for trying out a one-month gym membership as a trial.

You'd be shocked at how your conversions can jump even for higher priced offerings, and probably more shocked at how much they can help your lower priced offerings.

It's funny how even a $10 physical freebie can boost sales for a $1,000 product. Likewise, it's truly amazing to see conversions skyrocket on a lower priced recurring offer by offering something of value that's

perceived to be more than the initial payment (doesn’t mean it has to cost you more, just that the perceived value if they bought it elsewhere would be more).

This marketing trick right here has been responsible for some huge money makers out there. You might say that you could potentially build an entire business off of this one tip.

Takeaway: Consider adding physical products as bonuses to your offers, as they can tremendously increase conversions for both low and high-priced products and services.

37. Offer Different Packages / Buying Options to Increase the Perceived Value and Sales (Even with No Intention of Selling the Others)

In many cases it can be a wise idea to offer multiple similar packages when selling something. However, instead of offering drastically different offerings, which might make your prospects hesitate more due to not being sure which option to get, you can offer similar options where the “value buy” seems like an amazing deal.

For example, let’s say that you’re selling an SEO service to help websites rank better. If your main offer is a done for you package for $997 where you fix up their site and offer some basic consultations for them too, that can normally seem like a lot of money to some people and can make them hesitate if they should buy or not.

However, you could offer three options where the “basic” package is for $897 and only includes a report where you identify the issues but don’t fix it for them, the “most popular” package is for $997 and includes identifying and fixing all the issues on top of three free consultation calls, and the “elite” package is for $1,997 and includes everything in the most popular package but also includes unlimited consultation calls for a month.

What this does is that almost everyone thinks that the middle, “most popular” package is the best deal. It’s only a little more than the basic package, but it includes a TON of extra value. Whereas the “elite”

package is twice the price but only has some extra consultation calls that most people think they'll never use. All of a sudden people perceive the $997 option as being cheap and a great deal! The other options aren't meant to necessarily get sales. They're simply meant to help make your main offer stand out more.

And by literally writing something like Basic Package, Most Popular, and Elite Package next to the options, you can help them differentiate between them even more and gravitate towards the Most Popular one.

You just have to be crystal clear with them (in bold colors and / or graphics) what the best or most popular options are, and really make it seem like it'd be dumb not to go with the offer you want them to take.

This also has the added benefit of making your "most popular" or "best" option seem cheap when it's only a bit more than your basic package. If you didn't have your basic package, they might think that your offer is expensive, but when they see it as being only a tinge more than the basic, their mindset changes from "that's too expensive!" to "that's only a bit more than this basic offering here … what a deal!"

Takeaway: Offer multiple packages like a Basic, Most Popular, and Elite Package where the value of the Most Popular one seems huge in order to make more people gravitate towards it and see it as a crazy good deal.

38. Always Be Split Testing

Too many business owners and marketers will only create one version of an offer, sales page, opt-in page, ad, etc., and simply hope that it works. If it does, they're happy. If it doesn't, they think that the offer simply doesn't work.

That's a horrible way to go about it. If your first attempt doesn't work, you'll want to create several different versions of all of those to see if maybe it's something in your sales copy. And even if you get lucky and get a winning offer right off the bat, you'll want to be constantly testing new things in the sales copy to see if you can increase clicks to your ads, lead conversions to your opt-in pages, sales to your sales page, and upsells to your upsell pages.

It doesn't have to be hard. Even just changing around headlines or little things here and there can often have drastic effects. For instance, you might find that changing a headline and shortening down the length of an opt-in page might boost your lead conversions from 20% to 30%. That alone could increase your sales by 50%! And by tweaking an upsell page just a bit, you might find that you move conversions there from 5% to 8%, which would be a 60% increase on the backend! Little changes can go a long way and can easily turn a loser campaign into a winner.

And the best part about all this is that little increases in conversions here and there can be responsible for massive increases in money made

overall. But having said that, you want to be sure to focus your efforts first on the parts that make you the most money. For instance, improving your front-end conversion rates or those on your biggest money making upsell will almost certainly make you a lot more than focusing on your fourth upsell that doesn’t sell much currently (not to say you can’t improve that and make more, though).

Takeaway: Always be testing new sales copy etc. to see if you can increase your opt-in rate, sales conversions, or upsell conversions. Little changes can often have drastic effects that can turn a bad campaign into a winner.

39. Run Contests

Contests can be a great way to grab more leads or prospects, get feedback or testimonials from existing customers, encourage participation or attendance on webinars, and more. And it's not like you have to give away a car or something crazy expensive. In fact, often times cheaper giveaways will help increase your conversions even more (perhaps because they think they'll have a better chance of winning?).

For instance, you can run an ad where you're advertising a contest for a free drone that you're selling. Anyone who enters is probably a potential prospect, as they're interested in the drone that you sell. When you do that, you can immediately advertise a special deal you have in case they don't win (and offer to refund if they do) and want to get it right away. The benefit here is that you can get dirt cheap clicks and leads when advertising this way (on places like Facebook), all while building up a very targeted list.

You can also use contests as a way to build up your testimonials. Offer to enter customers into a contest when they submit any testimonials or feedback about your product. People love contests, which is why it can be a great way to get them to take action.

Takeaway: Use contests to get lots of cheap traffic and leads to check out your offers. Or, alternatively, use contests to encourage testimonials or feedback on your products.

40. Find Prospects in Forums, Q&A Sites, Blogs, And Social Media That You Can Help

Instead of waiting for prospects to find you, why not go out there and find them? One of the best ways of doing this is by searching for them in forums, Q&A sites like Yahoo Answers and Quora, social media like Facebook and Twitter, and on blogs, to name a few.

You can find prospects asking questions relevant to your niche, and asking for advice on what to purchase. By taking only a few minutes to reply on those sites, you not only help that one potential prospect out, but you ensure that dozens, hundreds, or potentially even thousands of people or more, will eventually see your response (many of whom might have the same question your original prospect did) and follow your advice to check out your site, video, or offer. The key is to provide value first and foremost, though, instead of just spamming your link or offer around.

For instance, if you’re selling diamonds or are just an affiliate of a diamond site, you can seek out prospects asking questions on what to look for, if a particular diamond is a good deal or not, what sites are best, etc. When you help them, you can also drive them back to your sites or videos where you might have more information on the very questions they have, along with your links or affiliate links to your recommended diamond sites or offers. Or you could even offer to do a free service where you help pick out a few diamonds for them based on their criteria, all while having the links to your recommended ones be your affiliate

links (often best to simply ask if they want your help first and then send the links over e-mail in a case like this).

And the cool part here is that you can do this on high traffic sites, sites already ranking on Google and other search engines, to ensure that your efforts have the maximum payoff by giving it the most potential to be seen by others.

Takeaway: Take the time to find places where your prospects are hanging out online and help answer their questions by leading them back to your sites, videos, or offerings.

41. Create a Spider Web of Content and Videos Across the Web Asking and Answering all the Common Questions Your Prospects Might Have

Potential prospects of yours are often already out there online searching for the answers to their questions. For instance, if they're in the market for a moped/scooter, they're probably searching Google right now on tons of questions like what the difference is between a 50cc engine and a 150cc engine. Or what a good scooter for carrying two people is. Or what is a good all-electric moped. There are literally dozens to even hundreds of common questions that they're probably searching for answers on.

And although the prior tip talked about finding people out there already asking questions on sites like forums, many people never take the time to post up their questions and just do the research themselves. That's why it's important to make sure that you have lots of content in the form of blog posts, webpages, videos, articles, etc., where you're specifically trying to target their questions in the title of your post/video and then clearly answering the question within the body of your post or video.

If you take even a half hour a week to create some extra content and target a different keyword or question each time, you'll find that you'll often start ranking for these various question keywords and start driving lots of traffic your way to your site or offer (just make sure to recommend

specific offers to them via your link or affiliate links at the end). You'll literally be creating a spider web of content to catch these prospects and drag them to you!

Takeaway: Create lots of content and/or videos targeting questions that your prospects are probably asking online now, and then clearly answer those questions within that content all the while recommending specific products/offers to them.

42. Take Advantage of E-mail Marketing (More Than You Are Now)

E-mail marketing is cheap and very effective, yet few businesses truly take advantage of that. With e-mail costs literally being fractions of a percentage point of the cost of mailing flyers, postcards, etc., you'd think that businesses would be all over it. However, many only rarely, at best, use it.

Even many online marketers, who often focus on building up e-mail lists to promote their offers, don't mail their e-mail lists as often as they should. Let's face it - there's TONS of competition online. Competitors are already e-mailing your leads whether you like it or not (after all, how many lists are you on?). If you mail your lists only a couple of times a month, they'll likely forget who you are. And even if they don't, you're missing out on lots of opportunities to be mailing them on your own offers, additional offers you could market to them, affiliate offers, etc. Consider mailing at least a few times a week, if not daily (or more in some cases), especially if you could be marketing more than a single product to them.

And, above all else, make absolutely sure that you're collecting those leads, building a list, and taking full advantage of the e-mail autoresponders out there. If not, you're simply being a fool and leaving a ton of money on the table.

There was a business owner who almost never e-mailed his list, despite having tens of thousands of buyer leads. He still managed to have a nice

seven figure business, but it was frustrating to see how much money he was leaving on the table. After years of being told that he should really mail that list and do some promotions to it, he finally agreed to give it a try. What happened? Well, his first promotion alone brought in a nice six figure payday after only a few e-mails sent over a period of a few days. And this was done at practically no cost to him (e-mailing is very cheap) and almost completely hands free (he just promoted an offer as an affiliate). Needless to say, he was much more into e-mailing his list after that.

Takeaway: Not only should you be building an e-mail list, you should be mailing them a lot more. Consider mailing at least a few times a week if not daily with several different offers mixed in.

43. Target Multiple Keywords on Multiple Different Pages of Your Website

Most businesses do a horrible job at targeting keywords on their websites. At best they'll try to rank for a single keyword, but often times even then they don't do a good job of targeting it.

The key to ranking well and getting lots of organic traffic is to pick several keywords (a dozen or more can be a good start) where each of your pages within your website (or each of your blog posts within your blog) are trying to be optimized for a different keyword.

The best way to do this is to have the keyword you're trying to rank for on a particular page or blog post be in your title and your title tags (title tags are what show up typically in Google as the blue links in the search results - you want those to be keyword rich and appealing). If you're trying to target a term like "puppy potty training," you can add that in your title while also making it more interesting and appealing like "Puppy Potty Training - 5 Minute Trick to Potty Train Your Puppy." This lets you not only target your main keyword well on that page, but it also looks far more appealing and will be far more likely to get clicks checking out your page, which can in return help boost your rankings even more!

You could then target other puppy training type terms on other pages of your site while optimizing each and every single one of those. Similarly, if you're a lawyer and you're trying to rank your business, consider creating separate webpages within your website where each one is

focused on a particular type of law that you practice while targeting keywords related to that one. For instance, one page could be targeting "Immigration Lawyer in Atlanta, GA," while another page could be targeting "Real Estate Attorney in Atlanta, GA" and so on.

On top of having good keywords and titles/title tags, you should also look into optimizing other aspects of your website like the description tags (the text below the blue links that appear in the search results of Google), schemas (more information you give Google and other search engines to rank you better and show more information like your phone number, hours, prices, etc.) and sitemaps (a table of contents for your website).

Takeaway: Choose a variety of keywords related to your site and target specific ones on specific pages within your site to give you the best chance of ranking for each one.

44. Use Your Consumers' Language

Business owners often get caught up in their own lingo. More often than not, they forget that their consumers probably don't understand a lot of the technical terms that they use.

The key is to try to dumb down your sales copy, advertising materials, and general sales conversations to use the everyday language of the people you're trying to most attract. For instance, even though a lot of people know that SEO stands for search engine optimization and is a way to help your websites rank better, an equal if not far larger group of people who might be looking for your SEO services don't know what any of that means!

Instead of searching for "SEO services" or "SEO tools," they're probably using terms more like "rank on Google tools" or "get better rankings" or "how to show up on the first page of Google" instead. They might even just be searching for something like "how to get more sales online" or "how to get more traffic to my website."

Not only should you consider using your consumers' language in terms of what you're trying to rank for, but you should also try dumbing down your sales pitch/message as well to make sure that you're using the everyday language of the consumers whom you're trying to target. Not only will they be far more likely to come across you, but they'll often be far more likely to buy from you.

Never assume that your prospects know your industry or technical terms, or that they are as educated as you in your given niche. More often than not, they aren't as familiar as you are, nor do they understand most of the lingo you might consider to be common. Not realizing this and taking it into account could be costing you a small fortune.

Takeaway: Try dumbing down your sales messages. Try using the everyday language of your target market instead of all the technical terms that you might currently use.

45. Be Big and Bold in Your Ads and Sales Copy

Being mediocre or boring rarely gets you anywhere in business. People are bombarded with ads and other offers all the time. You need to stand out! One way of doing that is to make sure that you're being big and bold in your advertising messages.

For instance, if you're selling a course on how to learn piano easily online, don't have an ad or headline that says something like, "Learn how to play the piano easily." That's a boring statement that will simply get overlooked next to all of the competition. Instead, consider a phrase more like, "Learn how to play the piano like a pro in 7 days or less!"

Or instead of selling a weight loss course with a headline like, "Five ways to lose weight," consider something more like, "Five breakthrough, easy weight loss techniques to lose 10 pounds in a week with minimal effort." Obviously, you want the statements to be true, but if you don't spice up your advertising and sales copy by making big, bold statements, you won't grab the attention of your prospects.

Takeaway: Go for big and bold statements in your advertising that focus on the results or benefits in an exciting way to make you stand out from the crowd. Instead of an ad that says, "Learn to play the piano easily," go for something bolder like, "Learn how to play the piano like a pro in 7 days or less!"

46. Know Your Numbers and Data

Do you know what the lifetime value of your customers are? Do you know what your costs to acquire your customers are? Do you know their average retention rate? What about your conversion rate to leads and then to sales? Do you know how much your upsells and/or backend are worth for each front-end sale? What about what your average lead is worth to you and your costs to acquire just a lead?

If you don't know the answer to ALL of these, you're likely losing a lot of money by not truly knowing your numbers. If you don't know where the areas that you can truly improve on are, you're shooting blindly hoping to get lucky and hit your target.

Often the difference between a great campaign and a bad one is just in knowing your numbers and the true value of your customers. Imagine if you were spending $10 to acquire a $5 customer from day one. What would you do? Most would abandon that campaign and consider it a failure. But what if you knew your numbers and knew that on average, you make an additional $15 per customer on the backend within the first three months? You would effectively be tossing out a campaign that would've doubled your money.

Or imagine if you just saw the end results and saw that you were making $12 per $10 spent, so you decide to just ramp up your ads to get richer $2 at a time, without realizing that you have awesome front-end conversions but horrible upsell conversions (or horrible opt-in rates but

great sales conversions). By fixing the area that's wrong, you might be able to turn that $12 into $25 and get richer much faster.

By being able to know where your problem areas are, you can fix them much faster. If you truly know your numbers and data, creating and growing a business becomes much easier.

Takeaway: Know your numbers and data to know things like your conversion rates, lifetime values, etc., so that you can get a bigger picture of your business and what you need in order to grow faster and more profitably.

47. The Number a Customer Sees First Can Change the Entire Likelihood of Whether They'll Buy or Not

People's mindsets can be easily changed in several ways. One of those ways is when it comes to how they perceive the price of a product.

For example, if someone is buying a car and has a budget of $15,000, if they see a car that they like for $30,000, they're unlikely to buy it because it's over their budget by so much. Even if they first see a car for $20,000, they'd normally be unlikely to budge with their price.

However, if they see that there's a $30,000 car marked down to $20,000 through a special promotional deal, they'll be far more likely to spend more than their $15,000 budget because they think they're getting such a great deal for only a chunk more (they're saving $10,000 for spending $5,000 more).

Or let's say that you're planning on adding a stone retaining wall to your house, and in your mind you have a budget of $7,000. If a contractor comes out and says that they can do it for $10,000, you'll be likely to pass or at least wait until you get another quote. However, the contractor instead could say that normally a wall like the one you want would run more like $18,000 to $20,000 depending on the stone used, but if you're willing to use a particular type of stone on sale this week and able to start next week when the contractor has a free week by chance, he could do it for $10,000. That would make the customer think that he's getting a crazy good deal because it's nearly $8,000 to $10,000 less

than normal, and he's not really losing much by using a particular type of stone (which the contractor could make sure was like the style/look they want anyway) or by agreeing to do it next week instead of this week. Even if it's a few grand more than their budget, they walk away wanting to quickly take action because they think it's such a great deal.

This can also be applied to digital products and services as well. If you have something that you normally advertise for $3,000, but one week you have a deal for $1,000, many people will jump on that thinking that they got a crazy deal. However, if you sold it for $1,000 from the get-go, many would consider that to be too expensive and not buy from you. That's why the first price(s) your prospects see is so important.

Takeaway: The first number a customer sees can determine what type of deal they think they're getting, so make sure to have a compromise or deal where it normally is way more than their budget, but for only a bit more, they can get a huge savings in comparison to how much more they'd pay. For instance, if the budget is $5,000, don't show a $7,000 product first. Show a $12,000 product first that is on sale for $7,000 for a limited time.

48. People Act Like How You Label Them, So Label Them How You Want Them to Act

People often act how you label them. If you praise a senior for appearing strong, they'll be far more likely to perform better on a strength test. Likewise, if you act like the senior isn't strong, they'll be far more likely to perform worse on a strength test. This is despite how technically they're the exact same strength in either case! But by labeling them one way, they'll perform to those expectations (and believe it themselves).

When applying this to your marketing, try to label your prospects in a way where it gives them hope that your solution would be perfect for them. For instance, if you sell a course on how to improve your tennis game, instead of acting like they suck now and you could help them, say that just by knowing that they're looking to improve their game, you know that their mental aspect of the game is already ahead of 95% of other players, and that all they need now is to fine tune that part as well as to learn a few simple shot techniques to accelerate their game even more and be the best they can be. In this case you're making them believe that they're already ahead of others and have great potential, so they might as well take advantage of that and go even further.

Another example would be if you sell a course on investing. Instead of acting like you're a genius and everyone else is an idiot, say that just by being there and knowing a few basics that you're about to cover, they'll be smarter than 99% of others out there when it comes to investing. And

then later reinforce that they're all ahead of the game and can take it to the next level by grabbing your course.

Similar to that, anyone reading this book, especially by the time they're done with it, will have more knowledge than 99% of business owners out there even if you think you're brand new.

Takeaway: How you label your prospects can directly influence the actions they take and their performance. Try using that to your advantage by making them feel smart by checking your offer out or letting them know how great they are with where they are now but how a few easy changes can make them even greater. They'll respond accordingly to your offers!

49. Try Selling Higher Priced Offers on Webinars

If you haven't heard of webinars, it's basically where you go on a (usually live) "video call" where you can see the presenter's screen (and sometimes them) and hear their voice. In the world of marketing, they're often used as a way to give out some content and then transitioning to try to get you to buy an offer.

Typically, prospects will go to a registration page where they enter at least their e-mail address, and then they'll later go on the live call. Usually only a portion of the traffic will register (if you can get half, that's pretty good), and even less will show up in person (if you can get a third that register to show up, that's pretty good). However, of those that do show up, they're far more likely to buy from you after watching your presentation.

It's best to use webinars to sell higher priced offers that normally aren't impulse buys. Prices from $500 to thousands of dollars tend to do really well on webinars, as the conversions tend to be a lot higher compared to a sales page or even a video sales page. If you have a sales page that isn't doing too well, consider trying out a webinar. Or, if you have a lowpriced offer, which isn't doing too well, consider raising the price and value of the offer and trying to sell it on a webinar. You'll probably be shocked at the results.

One thing to realize with webinars is that the key is to have very exciting reasons for them to attend the webinar itself. Exciting headlines, freebies for those who attend, live contests / giveaways, etc. can all be great ways to increase the attendance rates (and therefore sales when you do the pitch). A great way to help with attendance is to be sure to send out e-mail reminders multiple times ahead of the webinar itself, especially the day of the webinar as well as even minutes prior (this last one will help increase attendance by quite a bit, especially 5 to 10 minutes after the start time of the webinar itself). You can even send a text message reminder if you also collect their mobile numbers, which can help as well. Just be sure to ask for their mobile number after you already have their e-mail address, as otherwise your registration conversions can get hurt by asking for too much upfront.

Takeaway: Especially for higher priced offerings, that are non-impulse buys, try doing webinars to sell them. Conversion rates can be much higher on these especially for higher priced offerings. Just be careful not to do them for lower priced offers because of less eyeballs seeing the webinar.

50. Incentivize Your Traffic to Like, Share, and Promote Your Content/Offers

If you have some great content, whether on social media or on a website or blog, consider trying to incentivize your readers to like, share, and/or promote your content or offer. You don't have to offer much. Even just mentioning that they should like or share your content for a chance to win some random prize can greatly increase your shares, visibility, traffic, and rankings! This works regardless of if it's a post on social media (like Facebook), a website, or a video on YouTube.

For example, let's say that you review video games and equipment on YouTube. As a way to encourage growth, at the end of your videos, you can ask them to subscribe to your video feed, "like," and comment below for a chance to win a $50 gift card to some gaming site, a game itself, some gaming equipment, or whatever else makes sense that they'd like. You'd be shocked at the number of people who'll take advantage of this, and this can help boost your own rankings, visibility, and ability to get more traffic quite easily.

Or if you had a Facebook post or a blog post related to your gardening product, you could tell them to share and/or comment for a chance to win your gardening product for free. Even just asking people to like, comment, share, etc., (without an incentive) can greatly increase the chances of them doing it, but by incentivizing them, you'll get even more.

Takeaway: Try incentivizing your readers to like, share, comment, subscribe, etc., on your social media posts, blog posts, and videos to greatly increase the amount of traffic, additional rankings, and exposure you can get.

End Words

Hopefully you found at least a handful of tips that you can either quickly implement in your existing business, or that you can use to help start your new business. Don’t feel like you have to implement them perfectly. Even after many years of marketing, I’m still learning, making mistakes, and improving my businesses. Often, taking action fast instead of trying to be perfect will get you far better results, that definitely works for me.

And don’t underestimate how even just one or two of these tips can have a drastic effect on your business. Some of these tips that I personally implemented in the past had huge effects on my businesses, despite how easy some of them were to do.

In fact, sometimes one or two of these tips can make or break a business. Some of these tips could even be used to start an entire business by itself.

So, pick a few of your favorite ones and start taking action on them this week! That’ll often be the difference between those who succeed and those who don’t.