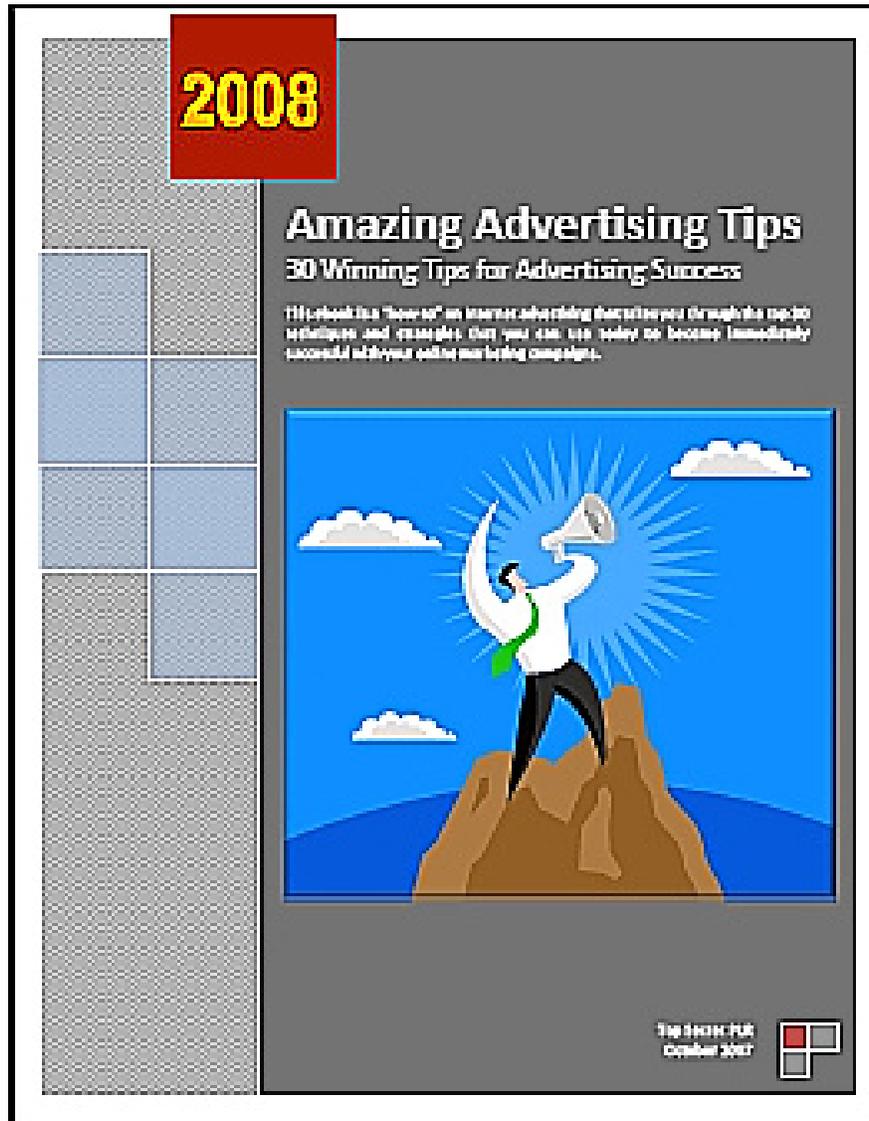

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Chapter 1

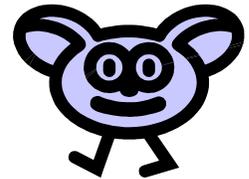
Tip 1 – Support



Be clear on what kind of support you offer. It could be free consulting, tech support, free servicing, etc. This may also answer some of their buying questions ahead of time. People don't want to buy products without knowing you will be there to help if they have problems.

Tip 2 – Feedback

Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce ad copy that's more profitable. Have a web form or e-mail link in place so they can answer you. You may find out they don't like your guarantee or graphics. It could be anything.



Tip 3 – News



Think of ways to get your site or business in the news. You could sponsor a fundraiser, break a world record, hold a major event, etc. Simply write a press release about what you've accomplished, and then send it to media outlets that cater to your target audience.

Tip 4 – Contests

Hold a contest. Give other web sites the option of offering it to their visitors. This will multiply your advertising all over the Internet. It would become a viral contest. Of course the contest must either be ongoing or held regularly to allow other online publishers to offer it to their visitors or subscribers.



Tip 5 – Security



Tell your customers that your ordering system is highly secure. Reassure them that they are protected. People want to feel they are safe online. They want to know that you care about their well-being. Tell them all about what you currently do for them to make them feel more secure.

Chapter 2

Tip 6 – Business Cards

Carry business cards with you wherever you go with your web address printed on them. Hand them out to anyone you meet. Just think of all the people you meet on a regular basis: grocery clerks, bag boys, family members, friends, salesmen/women...



Tip 7 – Guest Speakers



Contact national radio stations to ask them if they are looking for guest speakers. Tell them your area of expertise; maybe they'll book you for a show. Of course you would want to contact targeted stations and shows which would want to know more about you and your area of expertise.

Tip 8 – Clubs

Join clubs related to your area of business. You could trade leads with other businesses. Learn new ways to run your business and sell your products. You could also create your own online business club. You could provide private chat rooms, message boards, articles, etc.



Tip 9 – Domain Names



Think of a domain name for your web site that's easy to remember. It should be related to what your business does, sells or provides. If there aren't any business names available, use your actual birth name. You could at least brand yourself. Your own name will give you credibility.

Tip 10 – Search Engines

Position your web site at the top of pay-per-click search engines. You will only pay your set amount for each click-through you get to your web site. Just make sure your profits will pay for your advertising cost. If they won't, maybe you could share a web site with another related business and split the costs.



Chapter 3

Tip 11 – Improvements

Allow your visitors or customers to increase your traffic or sales. Ask them how you can improve your business, web site or product. You can ask them at your web site, in your e-zine, on your message board, in your chat room, in your guest book, in your product packages, etc.



Tip 12 – Joint Ventures



[Team up](#) with other e-zines that have the same target audience. Combine subscriber bases and then publish one e-zine together to increase subscribers. You could all include your ads and announcements in the e-zine. You could also take turns for the top advertising space.

Tip 13 – Endorsements

Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements. People have taught themselves to ignore advertisements because they see hundreds of them every day. Endorsements usually don't look or sound like normal ads.



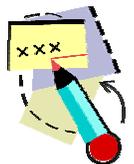
Tip 14 – Outsourcing



Outsource part of your workload to save time and money. You can spend more of your time and money promoting your business. You'll save money on employee costs, space costs, training costs, etc. Keep the work you enjoy doing to keep you motivated and ship out the work you don't like.

Tip 15 – Signature Files

Include a signature file on all your e-mails. Provide your business name, phone number, e-mail and web address, etc. Also include a brief blurb for your business or the product you're selling. For e.g. you could say, "How To Wash Your Car In Two Minutes or Less!"



Chapter 4

Tip 16 – Graphics



Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product, the benefits of the product, people's emotion when they own the product, etc. You could also use 'before' and 'after' pictures.

Tip 17 – Communication

Create a friendly, long-term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis. You could [follow-up](#) with gifts, greeting cards, free things, coupons, special offers, reminders, your e-zine, helpful advice, etc.



Tip 18 – Strategic Alliances



Create strategic alliances with other web sites. You could exchange banner ads, sell each other's products as back-end products, cross-promote, etc. You could also create a web site together and promote it on your separate web sites. You would both just split the costs and profits.

Tip 19 – Product Value

Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after-sale services or an affiliate program. Other factors that would help are: your own domain name, a professional web design, a good-looking product graphic and persuasive ad copy.



Tip 20 – Discounts



Give customers a discount on their total order to increase sales. You could give them a discount for ordering over a set dollar or product amount. For e.g. you could say, "Buy over \$39 worth of products and get a 20% discount on your order!"

Chapter 5

Tip 21 – Reprinting

Allow your visitors to reprint the content on your web site. Just ask them to include your resource box and a link to your site in exchange. This will turn your content into a traffic machine and the external links will help increase your ranking in some search engines.



Tip 22 – Sweepstakes



Provide a free sweepstakes at your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit. You can also attract them to revisit by holding one every week or month. You could also [start an opt-in list](#) for people who enter your contest or sweepstakes so you can follow-up with them regularly.

Tip 23 – Ad Submitters

Save time and money by using ad submitters. You will reach a larger part of your target audience far more quickly. But you should manually submit your advertisement to the most popular web sites so you have a better chance of being listed or placed in a good position.



Tip 24 – First Impressions



Create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional. Use crisp graphics, attractive color combinations, a readable text size, even spacing, even margins, bold headlines, indent benefits, etc.

Tip 25 – Organization

Stop procrastinating. [Start finishing all your tasks](#). Do one at a time. Don't get caught up thinking that you can never get them all done. Make a list. Do the easiest or most crucial one first and move down. Cross off each task as you complete it.



Chapter 6

Tip 26 – Relationships



Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product. Invite them to online and offline events like free chat room classes, parties etc.

Tip 27 – Coaching

Hire a business coach to help improve you and your business. That could help increase your sales, motivate you, balance your workload, etc. It would be like renting an extra brain. You would have double the thinking power.



Tip 28 – Innovation



Stay away from being too comfortable with your income or life. You should always be making new goals for yourself and developing [new sales ideas](#). The world keeps changing and if you pause too long, you might miss out. You only live once.

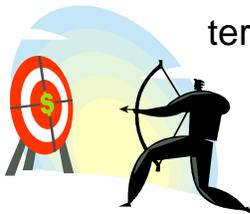
Tip 29 – Play Time

Make sure you don't become a workaholic. Your mind needs time away from your business life. This will help your brain think clearly while working. The best time to get profitable ideas is when you're not thinking about them.



Tip 30 – Goals

Create and follow short/long-term goals for your business. The short-term goals can create early success and the long-term goals can create future success. Design each goal so they all add up to your ultimate goal. Don't make your goals too unrealistic otherwise depression and frustration could move you farther away from them.



Thank You

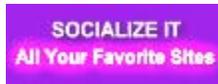
Congratulations! You have reached the end of this e-book and I hope, you learned some vital points on advertising in creating your profitable websites. May your journey into making big bucks online be a prosperous one!

Here is To Your Advertising Success!



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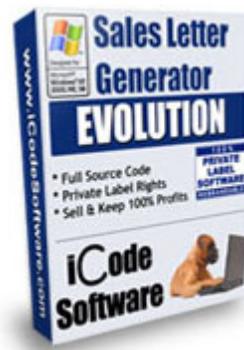
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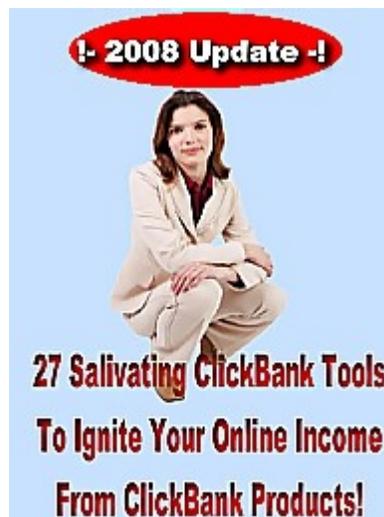
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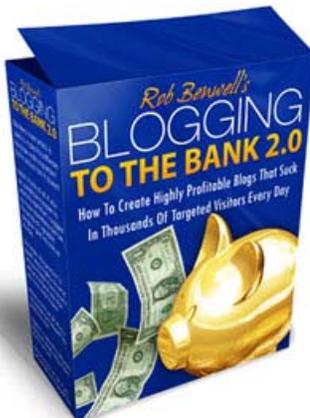
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