

**“50+ Strategies You
Can Use Today to
Increase Your Sales
and Profit!”**

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50+ Strategies You Can Use Today to Increase Your Sales and Profit

We all love the idea of making MORE money with LESS effort, but often overlook simple strategies that can boost our conversions and profits in really huge ways. For this series, I set out to share the top 50 ways you can increase your sales and income. There will likely be more than that. Here are the first 30 profit-building strategies you can implement in your business beginning right now. Oh, and I took the liberty to expound on some of the strategies even more. Enjoy!

1. **Increase your price point.** This seems obvious, but you would be surprised how many people undercharge for their products or services. The logic often offered to justify this approach is, “Well if they see how much value I offer for free or at a low-cost, then they will be more likely to buy my higher-priced products!” I used to think that way and can confidently say, “Baloney!” It’s not true. You just create a list of people who expect something for nothing. There are exceptions of course. Also, don’t go crazy with the price increases, but I’ve seen \$7 reports that could have easily been sold for \$27 or even \$47. The same holds true for higher ticket items. I have found that low pricing strategies are often the result of a lack of confidence in your product or in yourself. Change that and you’ll make more money!
2. **Add a bonus.** Adding a relevant bonus sweetens the offer and almost always increases sales. Bonuses can be anything, but also need to make sense for the offer. Consider offering an audio of your e-book or perhaps a related video or workbook. You can also find related Public Domain or PLR content to use as well. I have found that offering a bonus webinar or webinar series related to the product definitely increases sales and profits!
3. **Add an upsell.** I have found that 30% to 40% of people will purchase an upsell if it’s relevant to the initial purchase. The customer already has their credit card in-hand, so offering them additional purchase options is an easy way to boost your bottom line. EVERY time I’ve added an upsell, I have made more money. So imagine how much money you are likely leaving on the table by NOT offering some sort of an upsell (even if it’s just a physical copy of the product). I would definitely avoid “upsell hell” where there is offer after offer after offer. I’m sure you’ve experienced that nonsense. Too many offers (I’ve seen 6 or more) upset

people in the end and seriously increase buyer remorse, meaning they will likely not buy more from you in the future.

4. **Use an autoresponder sequence.** I use a very specific e-mail sequence when promoting new (or existing) offers. Don't just e-mail your list about an offer once or twice and then forget about it. Different customers respond to different messages. Some will respond to testimonial e-mails; others respond better to how-to examples; still others will wait until the last day of the offer to purchase. Consider using your blog as a part of your series by e-mailing a part of your message with the remainder accessible on your blog. You can also include simple video messages as a part of your autoresponder as well. Approach your promotion from different angles and you will increase your sales.
5. **Get into a Coaching or Mentoring Program.** Working with a coach or mentor has had a profound effect on my business. Having someone whose business is already where I want my business to be has resulted in the insights, mindset and strategies that have taken my business to the next level time and again...resulting in increased profits and income. I cannot stress the benefits of this enough. Face it...if you KNEW how to get your business or income level where you want it, you would have already done it by now. A coach or mentor has the ability to see pieces of the business puzzle we often miss because we are too close to the problem or are unaware that they even exist.
6. **Use a limited-time offer.** Set time limits on discounts or introductory pricing for your offer. If you are introducing a new product, offer it at a discount for the first few days with a clear deadline of when the price will increase. You will find that some people will wait to the last-minute to purchase, but having a time limit increases urgency and ultimately your profits. Obviously there isn't a limit to the number of digital products you can sell, but providing a limited opportunity for your customers to invest in a new product at a reduced price builds loyalty, establishes rapport and increases response.
7. **Offer a reward.** Rewards can not only increase your sales but also increase response speed. By rewarding those who take action the quickest with an additional bonus or other benefit (like, the first 50 people to sign up will receive this additional bonus), you train your list to respond quickly. Refer a Friend scripts also work well on this premise, as do surveys. Tell 5 friends or complete this survey and receive X as my way of saying thanks! Works every time!

8. **Include offers on your download page.** You can easily increase your income by offering additional, related products (yours or affiliate offers) on your download page. The customer has just purchased from you and will often respond favorably to additional recommendations. This is such a simple strategy to use and takes just a few minutes. Test different types of offers and delivery methods. Sometimes it may make sense to share a mini salesletter or video, other times a simple banner graphic may do the trick. The offer can ALSO be to a product or service that's free, like an unannounced bonus or a viral report that promotes another affiliate offer that your customer may invest in alter on.
9. **Offer discount coupons.** People love saving money and offering coupons will certainly encourage some prospects to respond to your offer. Be very clear on the steps necessary to redeem the coupon. If the process seems confusing, your prospects may not respond at all. I like to spell it out clearly: Enter this coupon code in the appropriate space provided on the order form and click apply...etc. I have found that offering a \$X.XX dollar discount usually converts better that a XX% discount does. The reason may simply be that the math is easier...grin. If you do offer a discount (40% off for a limited time), do the math for your customer (you save \$27!). Your conversion rate will increase!
10. **Offer special pricing to existing customers.** One method that can work well is to reward existing customers for being your customer. Offer them a special price not available to the general public. Simply segment your list by those how have purchased from you in the past and send out a private e-mail to them with the special offer details. You can step up the personal touch even more by calling your top customers (see the next strategy) or by sending postcards or letters. The little bit of extra effort can definitely pay off. I've seen where just a few minutes of phone interaction with a customer has resulted in them investing in higher-ticket products and coaching. It also builds your relationship with the customer, as well as loyalty and trust.
11. **Call your customers.** A personal touch like a phone call from you to your customers is something completely unexpected and will boost your sales because you are building a closer relationship with them by calling. It is much easier to sell through communicating personally than just through an impersonal website or e-mail. Obviously you cannot personally call ALL the thousands of people on your list, but the top 5% are worth the time investment for sure!

12. **Offer a prize for responses.** Engaging your audience in creative ways can certainly boost your profits. Offering a prize with real value can encourage reciprocity with your customers when offered in a genuine way, whether for opting into a list, completing a survey or other interaction. I recently offered three prizes in a drawing I held to celebrate the Holidays, including a chance to win a copy of every product I created. The response was great and it also served as a way to move my responsive customers from one list service to another in a fun way!
13. **Find joint venture partners.** Working with joint venture partners can sky-rocket your profits and list-building extremely quickly if you work with the right partners. The key here is to do your homework. Make sure your product or service is a good fit. Do as much of the work on your end as possible and remember, for most JV's, it's not about the money...it's about relationship and offering quality products to their customers. Also look for partners to connect to your list as well. I will often invite a JV partner to present to my list, and in return, I present to their list as well. It's an extremely effective approach that can work quite well!
14. **Start an affiliate program.** Imagine the benefit of multiplying your selling efforts by a factor of 10 or 100 or even 1,000 or more. Instead of just you promoting and trying to sell your product, hundreds of skilled marketers sell your product for you. Think that will increase your profits? You bet! The easiest way to tap into a huge number of potential affiliates is to sell your product through Clickbank. That will give you access to over 10,000 affiliates! Plus, Clickbank manages all the payouts, refunds, etc. for you!
15. **Have an affiliate contest.** Once you have affiliates lined up to promote your latest product (or even an older one for that matter), offering a contest as an incentive for affiliates to sell more can have a huge impact on your profits. Winning the top prize you are offering in the contest (plus bragging rights) will often propel your affiliates to promote harder and produce more sales than if you offered no contest at all. Offer prizes that your affiliates will actually want with conditions that will more than cover the cost of the prize (like a 32GB iPad for 100 sales or more). That way you don't end up losing money just to purchase the prizes for the content winners.

- 16. Host a teleseminar or webinar.** Teleseminars and Webinars provide a huge opportunity for creating additional profit, which is why I produce so many in a variety of different ways. Using this technology, it is much easier to communicate with your audience, share the benefits of the product or information you are offering, and serves as a great way to get paid to create products. You NEED to do teleseminars or webinars (or both)! One of my favorite benefits for producing teleseminars and webinars is that they FORCE you to create content and products. If you say you are offering a webinar on such and such a topic and people register for it, you have no choice but to follow through. Before you know it, you have an amazing collection of great videos or calls to use however you choose to create more profit or add additional value for your customers.
- 17. Create new products.** This is kind of a “smack-in-the-head-duh” revelation, but you would be surprised how many people do NOT do this. Creating new products is easy and can be done in a huge variety of ways (such as the previous profit tip). Now, you don’t want to create products for the sake of creating them, but rather add value and offer solutions to what your customers are already searching for. Also, rather than set out to create huge product packages, break the package up into smaller, multiple products. In the end you will profit more! There are SO many ways you can create products. Just using Public Domain content alone will keep you busy the rest of your career, not to mention creating interview-based products, videos and more!
- 18. Start speaking from the stage.** You might think, “Yeah Tony...speaking from the stage is easier said than done!” Wanna know how I got started? I created my own event at our church and invited everyone I knew locally. This was before I had even created my own first product! And my first speaking gig at an Internet Marketing event? I asked if I could speak and they said YES! Don’t make this harder than it needs to be. Speaking gives you exposure, credibility and a chance to build trust to offer your expertise...which means more profits! Teaching in “virtual” events can ALSO work well to build your speaking presence.
- 19. Share reciprocal links.** Find someone who is in the same market you are and offer to promote their product or service as a part of your autoresponder series that everyone signs up for. In exchange, see if they will do the same for you. It’s a win-win scenario that will mean more profits for both of you! A variation of this is to do the same thing, except include the links on your download pages.

- 20. Offer product bundles.** I have had a lot of success with this strategy as well. Simply put together several of your products and offer them at a special, limited-time price. It adds additional value to your offer for your customer and helps overcome price objections. Think about it, if I give you the chance to buy two of my products for the price of one, wouldn't you be a bit more tempted to purchase? Of course you would (and have)! Another approach to this is to create a new, add-on product that compliments the existing product (like a new training video or webinar series) and then offer the new bundle for a special price.
- 21. Turn your product into a membership site.** Let me ask you a question...would it make more sense to sell your product once and be done with it, or turn it into a membership site and get paid over and over? The truth is that most products can be easily turned into a membership site where you earn profits from it on a monthly basis. And with new technologies like WordPress and Membership Site plugins, it's easy to set them up quickly. Simply take your e-book, divide it into 12 parts or 52 parts (monthly or weekly), add related content, and you're set. Membership sites can take on many forms but one model that works well is a fixed-term Membership Site, meaning your customers are only committed for a fixed period of time (12 weeks, 6 months, etc.).
- 22. Re-purpose your content in different forms.** I'll be honest...this is one of my favorite profit-increasing strategies. I usually recommend starting with a video (although this can be spun so many different ways). From that video, you can create a DVD (sell the physical stuff on Amazon...see the next strategy), video excerpts, an MP3, an audio CD, a podcast, a transcribed PDF, an e-book, blog and article posts...I think you get the picture. Of course, it is just as easy to repurpose your content the other direction. If you currently just have an e-book, you can read it (for an audiobook), create Powerpoint videos from the text, etc. Don't limit your delivery method to just one or two options. Always re-purpose!
- 23. Sell a physical version on Amazon.** If you have digital products to sell, you also have physical ones you can sell on Amazon...and you SHOULD! This is one of the strategies I am investing time and effort into because Amazon is a retail powerhouse (82 million people shop on Amazon EVERY month...82 million!). You gain access to a massive number of potential customers who NEED to see your products. By offering your products on Amazon, you instantly increases your

credibility, your exposure and, most important, your profits! As my friend, Armand Morin says, "If it isn't on Amazon, it isn't real!" I agree!

24. **Include affiliate links in your products.** Even though this strategy seems like a no-brainer, you'd be surprised how many product creators do NOT do this! It has to be one of the easiest ways to increase your profits, hands down. If you are recommending ANY type of product to your reader (and you should be), check to see if the product owner offers an affiliate program, then sign up. Here is a good example...if you are talking about creating websites in your product, the reader may need hosting. Offer a few suggestions for hosting , like [Host Gator](#), and include your affiliate link. The couple-minute investment could increase your profits multiple times over!

25. **Add banner ads to your blog.** If you have been to my blog (<http://PublicDomainBlog.com>), you have seen little 125 X 125 banners in the sidebar. Most of them are affiliate links...and yes, they're making me money! Adding banners to your website is an easy process, and can be included in your blog sidebar, on download pages and more. Here are a few tips to keep in mind when including your banners. Make sure the offer your banner advertises is relevant to your niche. Also, do not get carried away with too many banners. It can have an adverse effect on your website. Lastly, change the banners regularly by rotating out the ones that aren't converting for you.

26. **Advertise your product sites in your signature.** Digital signatures have become commonplace in two primary areas of digital interaction: e-mail and forums. And they provide a great opportunity to increase your profits. You obviously receive e-mail from me on a regular basis...grin...and so you have likely noticed that, toward the end of the e-mails, just after my name, is a list of recommended sites that I feel may interest you. I don't type those in every time...they are part of my digital signature. The process works the same with forums. Most forums allow you to include a link to a website in your digital signature, so why not add a link to your latest product or affiliate offer? It will increase your income...guaranteed!

27. **Share your knowledge (and products) on Social Media sites.** Unless you've been hiding under a rock for the past few years, you have no doubt noticed that social media sites, like Facebook and Twitter, are gaining more popularity on a daily basis. Social Media MUST be a part of your marketing strategy in a number of

key ways, but can be easily abused. Remember...these sites are built on social interaction...relationship. So if every tweet to Twitter or every update on Facebook revolves around an offer or even business in general, you will lose followers quickly. People will ignore you or worse, unfriend you! If you follow me on Facebook (and you should), you will notice that I use a Lifestyle to Offer ratio of about 8 to 1, meaning, I may talk about a product one time for every eight status updates. Use that as a guide and you will see an increase in profits. I have!

28. **Create videos about your product for video sharing sites.** Video provides you with two amazingly huge benefits for increasing your profits. First, video gives you the ability to easily communicate the benefits of your product or service in a way that more and more people prefer. The second way video can increase your profit is through increased traffic to your site. Google and the other search engines give tremendous attention to video, and for that reason, videos can land you on the front page of Google in hours, not days or weeks. It is the BEST strategy for increasing page rank organically with the search engines, and with video-producing technologies like Animoto and Text2Video and video distribution options like PixelPipe and Traffic Geyser, you have no good reason to NOT be creating and using video to increase your profit.

29. **Sell your products on eBay.** In case you haven't noticed, eBay isn't just about selling your unwanted stuff from the basement. Think about it, each month, 67 MILLION people visit eBay for one reason, to BUY stuff. Do you think that, out of that many people, you might find customers interested in what you have to offer? Heck yeah! And, you can increase your chances of sales success dramatically with a bit of focused research on what people are looking for the most. Ebay's Pulse (<http://pulse.ebay.com>) shows you what the popular searches are for EVERY category. It's a win-win! Yes, you need to sell physical products, but creating a physical product is a breeze with today's easy-to-use product creation sites and technologies like Zazzle, CafePress, Kunaki and others.

30. **Write articles about your product content.** I'm sure you've figured out by now that the Internet thrives on content. It's the Information Highway, after all. As such, many people are searching for answers to problems, problems you may have the answer to. By writing articles about your topic or niche, you increase your exposure online and provide the answers people want. Plus, most article sites (like eZine Articles) permit you to include links to your website at the end of your article, providing you with backlinks back to your product site, affiliate offer

site or blog. What I recommend is to write (or have written) and submit articles on a consistent basis AND create videos for each article and submit those as well. It will definitely boost your income!

Here is a “taste” of the strategies that are coming soon...

31. Create multiple, keyword-targeted landing pages for your product.
32. Buy traffic.
33. Advertise on Craigslist.
34. Offer your product through newspaper and magazine classified ads.
35. Ask for the money.
36. Networking at events.
37. Give away valuable, helpful content.
38. Target your product toward new markets.
39. Translate your product into other languages.
40. Use testimonials.
41. Leverage endorsements.
42. Be a guest on radio shows.
43. Discuss your topic on Public Access television.
44. Offer free, viral reports.
45. Guest blogging on related blogs.
46. Host a live event.

47. Start a Meetup group.
48. Offer a product for giveaways.
49. Answer questions on DIY sites, like Ask, eHow.com and Answers.com
50. Create special offers related to events or holidays.
51. Add an optin to your blog or salespage.
52. Sell your reports on the Kindle and other e-readers.
53. Offer your product or service on Gig sites.
54. More to come...

Profit-Boosting Resources to Increase Your Business

I have created several excellent resources that can help you dramatically increase your profits using the strategies included in this report. Below are the products I recommend the highest for increasing your sales and profits.

Micro Marketing Money

<http://micromarketingmoney.com>

Limitless Video Content

<http://limitlessvideocontent.com>

Copywriting Basics that Work

<http://copywritingbasicsthatwork.com>

Create Audio Products

<http://createaudioproducts.com>

Info Gold Extreme

<http://infogoldextreme.com>

Easy Money Picture Project

<http://easymoneypictureproject.com>