

# **Secret Marketing Strategies: Volume #4**

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## **Secret Marketing Strategies - Volume #4**

### **1. The "Do The Math" Strategy**

The "quality product + affordable price = great value..." strategy tells your prospects a single math equation that will help them understand just how good a deal you are offering. Sometimes presenting your offer as something other than a normal sales pitch will persuade

them to buy.

## **2. The "Untold Success" Strategy**

The "untold story of how one person (your product's benefit)..." strategy tells your prospects that they haven't heard the success story you are about to tell them. Of course, the story should persuade your readers to purchase your product. People like to read success stories because they place themselves directly in the story and get motivated to reach their goals.

## **3. The "Full Control" Strategy**

The "be in full control of getting (your product's benefit)..." strategy tells your prospects your product allows them to go about gaining their desired benefit almost any way they want. You could tell them there are no time restrictions, they can easily take it with them wherever they go, they can access it from anywhere, they can adjust the strength level, etc.

## **4. The "Help Wanted" Strategy**

The "help wanted: I'm looking for (no.) motivated people that want to (your product's benefit)..." strategy tells your prospects that you will only be selling so many spots or copies of your product. Plus, the 'help wanted' statement will attract people that want a new job or want to earn extra money from home. The word "motivated" tells people that you want people that are serious about improving their life.

## **5. The "Reimbursement" Strategy**

The "actually, it's not going to cost you anything..." strategy tells your prospects that somehow they will be reimbursed for investing in your product. It could be in the form of making sales in your affiliate program, getting resell rights, keeping 100% of the profits, etc.

## **6. The "Big Case" Strategy**

The "there is just one catch - to get your discount, I need to use your case study..." strategy tells your prospects that you want to use their detailed success stories in your sales letters, free e-books, e-mail ads, etc. You could also tell them you might ask them to tell their story on live teleseminar calls or at seminars (all expenses paid).

## **7. The "Primary Objective" Strategy**

The "my product has (no.) primary objectives..." strategy tells your prospects a couple of the strongest benefits of your product. You don't overwhelm them with all the weaker benefits right from the start. Sometimes if you give them too much info too soon in your sales letter, it can give them info overload and they may pass up your offer.

## **8. The "I've Done Everything" Strategy**

The "I have read (no.) books, visited (no.) web sites and interviewed over (no.) experts in the area of (your product's niche)..." strategy tells your prospects you've done a ton of thorough research to create your product. They will be persuaded to buy your product because it looks like you left no stone unturned while developing your product.

## **9. The "Disturbing" Strategy**

The "warning: the following pictures may contain scenes which could be disturbing to some people..." strategy tells your prospects that they may want to visit your web site or read your sales letter to see what's disturbing. Of course, the disturbing pictures should be something that will persuade them to buy your product. It could be pictures of people that don't have your product yet.

## **10. The "Search Engine" Strategy**

The "there were (no.) searches for the term (keyword/phrase)..." strategy tells your prospects that your product's niche is very popular. This usually works well for a product that you are selling which comes with resell rights. It tells people there is a huge demand and big market to sell to.

## **11. The "Last Call" Strategy**

The "last call, only (no.) left..." strategy tells your prospects that it's their last chance to buy your product and there aren't very many left. They will feel an urgency to get it for a discount now, before it's sold out. You could also tell them how many hours, minutes and seconds are left.

## **12. The "JV With Me" Strategy**

The "by reading this free e-book, you'll discover how to JV with me..." strategy tells your business prospects they will have an opportunity for you to promote their product. It could be that they

have to order a product through your affiliate link or purchase your own product.

### **13. The "I'm Retiring" Strategy**

The "I'm retiring and giving everything away for pennies on the dollar..." strategy tells your prospects that you are having a big sale because you possibly made enough money to retire or semi-retire. People will be curious as to why you are retiring and want to see what kind of bargain(s) they will find. You could be retiring from your main niche and moving to another, having someone take over your workload while still silently earning a percentage of the profits, taking some time-off (a vacation or retiring for just a couple weeks) from your business to enjoy life, etc.

### **14. The "Good Investment" Strategy**

The "get more for your money if you order now..." strategy tells your prospects if they order promptly, they will get more for their investment. This works really well if you are promoting a membership web site and they are about to remove the last month's products. You could tell them they could get both last month's and next month's products in a few days if they order before they are removed.

### **15. The "Few Words" Strategy**

The "I'll sum it up in only (no.) words..." strategy tells your prospects that you'll give them a direct, simple blurb that will tell them the benefits about your product. You could just give them a short and sweet summary of your strongest benefit or USP.

## **16. The "Be My Guest" Strategy**

The "be my guest..." strategy tells your prospects that you want to extend your hospitality to them, entertain them and/or pay for something for them. People will be persuaded to read the rest of your ad or sign up to your no-cost gift (with a one-time offer attached) because they like all those types of perks.

## **17. The "Pre-Launch Income Secret" Strategy**

The "June 1st-4th (?%)(?no.)% (?%), June 5th-9th (?%)(?no.)% (?%), June 10th-13th (?%)(?no.)% (?%)... strategy tells your prospects that your fire sale is in pre-launch and you're keeping your prices and affiliate commission secret from the general public until you launch. People will likely keep visiting your pre-launch blog so they can at least find out what they will be getting because it creates a mystery with respect to your launch.

## **18. The "IQ Quiz" Strategy**

The "are you an expert or beginner? not sure? take this quiz..." strategy tells your prospects that by taking your quiz they will know whether they need your novice product or your advanced product. Just give them a way to add up their results on your sales letter. It shows that you want to give them a product that will give them the desired benefit that they can handle.

## **19. The "Cash And Prizes" Strategy**

The "check out my affiliate prizes..." strategy tells your prospects that



if they become an affiliate and make "X" amount of sales, they will earn additional money. For example, "Be the top selling affiliate and make \$1000.00." You could also randomly select prizes for any affiliate that makes 1 or 2 sales. This will keep people promoting your product even if they know they don't have a chance for any of the top prizes.

## **20. The "Please Tell Me" Strategy**

The "the secret has been exposed..." strategy tells your prospects that a secret has been revealed. It's just human nature - people like to know the unknown. We've all heard people say: "Please tell me, I won't tell anyone that you told me, etc." The exposed secret could be about a new product or bonus product you have just released.

## **21. The "Launch Countdown" Strategy**

The "join us on our countdown - call one hour before our new product is officially launched..." strategy tells your prospects that if they register and join you on the teleconference call, they will be the first to hear about your new product when it's launched. It builds excitement and you can pre-sell them live one last time. The group excitement alone could persuade them this time to buy it.

## **22. The "Secret Gift" Strategy**

The "you'll also get a mystery gift that is worth over (\$)..." tells your prospects they will get an unrevealed free bonus for ordering your product. You can tell them it's completely original and not found anywhere else. Many people think that most bonuses are saturated and found everywhere else.

### **23. The "Read And Learn" Strategy**

The "in the next few minutes you'll learn more about (your product's niche or benefit) than you'll have learned in a lifetime..." strategy tells your prospects they are going to save a lot of time. It could be them learning how to gain their desired benefit from reading your ad or your information product.

### **24. The "I Upset Them" Strategy**

The "I may upset my business partners but I'm going to tell you this..." strategy tells your prospects that you agreed with your close colleagues that you wouldn't release the information you are about to tell them. You want the secret information to be something that supports your product and persuades them to buy. People will be curious to see why they didn't want you to release the information.

### **25. The "I Beat Out" Strategy**

The "my product just beat out (a popular product) on the best seller list..." strategy tells your prospects that your product is selling even better than another best seller. You just need to find a selling outlet for your product that has a best seller type list.

### **26. The "Bonus Contributions" Strategy**

The "I've had tons of businesses donate bonuses for my product launch..." strategy tells your prospects that if they order your new product, they will get a wide variety of bonuses. You could tell them how many bonuses they will get and what the total retail value of the

bonuses are. You could also tell them which businesses/marketers donated the bonuses and keep the bonuses a mystery till they order. It will make them extra curious to see the bonuses.

## **27. The "Future Release" Strategy**

The "it will be sold for (\$) but you can get it free if you order through my affiliate link..." strategy tells your prospects how much you will sell your future product for but that they can get it at no direct cost. It will work better if your future product costs more and is related to the affiliate product.

## **28. The "Beneficial Secret" Strategy**

The "you're about to learn the (benefit) a day/week/month system that they don't want you to know about..." strategy tells your prospects that your product or sales letter reveals a beneficial system that other people are keeping a secret. For example, it could be a step-by-step system that is making so much money every day, losing so many pounds every week, etc.

## **29. The "Almost Lawless" Strategy**

The "it's so effective it's nearly illegal..." strategy tells your prospects that your product works so well it's borderline of being against the law. People will assume they will gain an unfair advantage over other rivals trying to get the same benefits. It will attract the rebellious people from your target audience.

## **30. The "Important Visit" Strategy**

The "I'm not going to tell you all about it here but this may be the most important web site you'll visit this year..." strategy tells your prospects that you aren't really going to reveal what the web site is about ahead of time. You can just give them some tantalizing tidbits so they click on your link to get all the details, like: please keep it a secret, it's improved thousands of people's lives, it only takes 2 seconds, etc. It will literally make their mouths water.

### **31. The "Hard Luck" Strategy**

The "my spouse threw me out..." strategy tells your prospects that they should read your story because it grabs their attention and is very controversial. Once you have your prospects' attention, tell them the story and lead them right into your product offer. Other good controversial stories are my boss fired me, he/she made me sleep on the couch, I was caught cheating, my spouse cheated on me, I got into a fight with a police officer, etc.

### **32. The "Multiple Profits Link" Strategy**

The "get multiple income streams from promoting just one affiliate link..." strategy tells your prospects that if they join your affiliate program, they will earn commissions from multiple products by promoting just one link. You could give them commissions from the front-end sales, back-end sales, upsells, one-time offers, upgrade sales, new future product releases, etc.

### **33. The "Money Question" Strategy**

The "discover the answer to the (\$) question..." strategy tells your prospects that if they purchase your product or read your sales letter,

they will learn some information that will be valuable to them. You want the question and the answers to help influence them to purchase your product.

### **34. The "Give Away And Earn" Strategy**

The "give away our free (type of information product) and earn (\$)..." strategy tells your prospects that they can join your affiliate program and rebrand your freebie with their affiliate link. People know that it's easy to give away stuff and they can earn some nice commissions doing it.

### **35. The "Right Person" Strategy**

The "you need to be knowledgeable, enthusiastic, passionate, reliable, loyal, trustworthy, etc..." strategy tells your prospects they will need to possess all those qualities in order to benefit from your product. Most people won't turn away because they won't admit to not having those positive attributes.

### **36. The "It's Different" Strategy**

The "this isn't just another e-book, membership site, report, etc..." strategy tells your prospects not to assume your information product is the same as the other ones. You could relate it to something else and call it something like a system, formula, lifestyle change, toolbox, etc.

### **37. The "Time Machine" Strategy**

The "what if you had a time machine and could go back and buy (your past product)..." strategy tells your prospects that they might be kicking themselves when they miss out on your last limited quantity product launch. You can tell them that you're releasing the product with extra features and benefits. They will assume this is their second chance to benefit and won't miss out this time. They will realize that opportunities like that rarely come along.

### **38. The "Not Just Anyone" Strategy**

The "only (no.) out of every (no.) people will fit our requirements..." strategy tells your prospects that you require certain criteria in order for them to purchase your product. It will make your product more valuable because not just anyone off the street can order it.

### **39. The "Unrestricted" Strategy**

The "grab unrestricted (private label, master, etc.) resell rights..." strategy tells your prospects that there won't be any restrictions on the certain types of rights you give them for your product. They could sell your product at auctions, give it away, rebrand it, author it, edit it, slice and dice it, etc.

### **40. The "Started From Scratch" Strategy**

The "I started from scratch and still (your product's benefit)..." strategy tells your prospects that they can use your product to gain their desired benefit, even if they are beginning from nowhere. People sometimes think they have to be knowledgeable about something in order to benefit from certain products they purchase.

#### **41. The "One Time" Strategy**

The "one time installation..." strategy tells your prospects that they will only have to install your product once and they will benefit from it forever. This works great for electrics and software-type products. You could also add that it comes with easy, step-by-step installation instructions.

#### **42. The "You Need This To" Strategy**

The "the product requirements are..." strategy tells your prospects that in order to use your product, they need other types of products for them to improve their life. For example, telling them they need so much computer memory to run a software program. Your prospects will be grateful that you are looking out for their best interest.

#### **43. The "First Time" Strategy**

The "for the first time in (no.) years I'm going to show you how to (your product's benefit)..." strategy tells your prospects that you have been keeping your product or system to yourself for a long time. They will be curious to know more about what they have been missing.

#### **44. The "Better Than Me" Strategy**

The "I'm kind of (a negative trait), so it's possible that you could have better results than I had..." strategy tells your prospects that you gained your desired benefit with your own product but they may benefit even more from it than you did. You could tell them you have limitations, like being a procrastinator, working two jobs, didn't know

English, etc.

#### **45. The "Mystery Formula" Strategy**

The "no one knows my secret formula..." strategy tells your prospects that your product will show or give them a unique formula, system, or recipe for gaining their desired benefit. If they have had trouble improving their particular situation, they may think it's because they didn't know your well-kept formula.

#### **46. The "Past Purchase" Strategy**

The "you can qualify for a discount if you bought one of my products in the past..." strategy tells your prospects they can save so much money on your new product if they have been a loyal customer. You could just have them e-mail their past receipt to you. You could even allow people to get a discount if they have ordered through one of your affiliate links in the past.

#### **47. The "Control Panel" Strategy**

The "do it all from one location..." strategy tells your prospects that they can access, use, or control your product from one place. People don't like to use a product that requires them to relocate or move to different locations to gain their desired benefit. That's why remote controls, control panels, keyboards, cell phones and other helpful tools were invented.

#### **48. The "Funny" Strategy**



The "they all used to laugh at me until I discovered (your product's name)..." strategy tells your prospects that people made fun of your negative situation until you found or invented the right product. You can tell them it worked so well you decided to start selling it to help other people that have been laughed at too.

#### **49. The "Not All Here" Strategy**

The "I wanted to decrease the load time of this site so not all these (bonuses or benefits) are listed here..." strategy tells your prospects that there are a ton more incentives for buying your product but you didn't have room to show them all.

#### **50. The "Hide And Seek" Strategy**

The "I don't hide behind an e-mail..." strategy tells your prospects that they can also call your personal phone or cell phone number. People will like that you are only a phone call away in case they need some quick support. You can tell them that if you're not there, your friendly, certified assistant will be there to help them.

Now, go ahead and start using these on your campaigns!

Best to us all,

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