

Secret Marketing Strategies: Volume #3

By ktravel

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Secret Marketing Strategies - Volume #3

1. The "Hidden Link" Strategy

The "if you don't want to pay (\$) for (your product's name), just click on..." strategy tells your prospects that you are actually selling your product but they can get it for free if they click on a hidden access link in your sales page. It increases the perceived value of your freebie and you can always sell them something else on the next

page.

2. The "It's Your Fault" Strategy

The "you have a choice, do nothing and (a negative effect) or buy (your product's name) and (beneficial effect)..." strategy tells your prospects that it will be their own fault if they don't gain their desired benefit. Since most people don't want to blame their problems on themselves, they will be tempted to order your product.

3. The "Read Before Resell" Strategy

The "you can't order the resell rights till (date/time) but you can download the products here..." strategy tells your prospects that they can have the products in their hands before they buy the rights to them. It could work for resell rights, master resell rights, branding rights, private label rights, etc.

4. The "It's Being Sold" Strategy

The "this product is presently selling for a whopping (\$), you can see it for sale at (the URL), but you'll get as a bonus..." strategy tells your prospects that if they purchase your product, they will get a bonus product that is currently selling every day. It will make your main product seem like a bargain, especially if the bonus is being sold for more than what your product costs. You can tell them that you made a deal with the owner.

5. The "It's Your Turn" Strategy

The "I turned my life around, now it's your turn to get focused..." strategy tells your prospects to get motivated and transform their lives with the help of your product. Tell them they need to remove the constant distractions and negative people in their life that have been holding them back from reaching their goals.

6. The "Broke And Homeless" Strategy

The "I went broke and nearly lost my wife and kids..." strategy tells your prospects that you invested in too many products that never worked to gain your desired benefit and it created financial problems for you and your family. You can tell them everything changed when you discovered the product you are selling now. If they are in a similar situation, they will relate and likely purchase your product.

7. The "Under A Rock?" Strategy

The "unless you've been under a rock for the last (no.) (days/months)..." strategy tells your prospects that the buzz they have been hearing about your product or your niche market is true. People may hear the buzz about something but won't take action until they are persuaded with beneficial, convincing evidence.

8. The "Try It" Strategy

The "you don't even have to buy my product now, just try it for \$1 down and I'll bill you in thirty days for the rest..." strategy tells your prospects they can get the benefits of your product without investing a lot of money up front. You can even tell them if they don't like your product, you'll even refund the \$1. It will remove all their risk and get them to commit to purchasing your product. If they fall in love with it, I'm sure they won't return it.

9. The "Fall For It" Strategy

The "(no.) of 10 people fall for (a negative experience)..." strategy tells your prospects that most people will end up purchasing your competition's product because they are misled about a certain benefit of it. You can tell them that your product actually delivers that benefit or their money back.

10. The "Relaunch" Strategy

The "after numerous requests, I re-launched my sale but, to be fair to the first-time buyers, I had to raise the price a little..." strategy tells your prospects that if they miss out on your first sale, they can still purchase your product for a lower than normal price. They will have another chance to purchase it again before the price goes back to normal.

11. The "Turn The Tables" Strategy

The "have you been a victim of (something bad your competition did)? Discover how to turn the tables on them..." strategy tells your prospects that if they had a bad experience with your competition, they can easily get back at them. You can tell them they can repay the competition by purchasing your product and giving a testimonial that tells everyone their bad experience with them.

12. The "Over The Shoulder" Strategy

The "you'll get to look over my shoulder and see how (your product's

benefit)..." strategy tells your prospects they will get to see you live in person or on video. They will like the fact they won't just be told how to gain their benefit but be showed the ins and outs of how to do it.

13. The "Invest In Yourself" Strategy

The "you can finally improve your life by just investing (\$) in yourself..." strategy tells your prospects that by buying your product, they are actually giving the money to themselves in the form of benefits. You could even sweeten the deal by giving them a few bonuses that are worth more than they are paying for your product. It will show them that you are investing in them too.

14. The "Heard The Gossip?" Strategy

The "have you heard the gossip about..." strategy tells your prospects that if they haven't already heard the rumors, you'll tell them the details on your web site. It will grab their attention because people love to hear gossip. Why do you think all those tabloids are so popular? Just make sure the gossip somehow persuades them to purchase your product.

15. The "Just Remove It" Strategy

The "instead of always (negative effect/action), you should eliminate it from your life..." strategy tells your prospects they should get rid of their nagging problems by using your product. Maybe they are already getting their desired benefit with another product but it could have a negative side effect that your product doesn't have.

16. The "Kid" Strategy

The "imagine (a positive effect/action) your children..." strategy tells your prospects to think how your product will benefit their children. Most parents will go great lengths to improve the relationship with their kids or to improve their lives.

17. The "Long Run" Strategy

The "forget about paying an ongoing monthly fee to (your product's benefit)..." strategy tells your prospects that unlike your competition, you offer the same benefits for a one time fee. You can remind them that paying a monthly fee will be more costly in the long run.

18. The "Register Or Refund" Strategy

The "I'll refund your registration fee if you are not accepted..." strategy tells your prospects that they will have to submit an application and pay a small fee first in order to purchase your product. It'll make your product look guarded and valuable. You can tell them you are doing this to separate the pretenders from the serious people.

19. The "All In The Name" Strategy

The "my new product is named (your product's name) but that's all I can tell you right now..." strategy tells your prospects they won't know what your product is all about until you launch it, so they should register for your free teleconference. You could also give them a mouthwatering hint about it.

20. The "Have A Drink" Strategy

The "go get your soda pop or cup of coffee and then come back and read this..." strategy tells your prospects that your sales letter is kind of long and you want them to be comfortable and awake when they read what you have to say. The more focused they are on what you have to say, the more persuaded they will be to purchase your product.

21. The "They Said Yes" Strategy

The "(no.) out (no.) marketers have already said yes to my JV offer..." strategy tells your prospects that a lot of marketers liked your preview product and are excited about your next product launch. Most marketers know that products sell better when there is a pre-launch and when a big buzz surrounds the launch.

22. The "Illegal Copying" Strategy

The "I caught someone selling illegal copies of my product cheaply..." strategy tells your prospects that someone stole and profited from your product. You could tell them since they devalued your product by selling it for such a low price that you're going to start selling it at the same price. Of course, don't use this strategy unless it's true.

23. The "First To Reply" Strategy

The "if you're one of the first (no.) to reply to this e-mail with (whatever) in the subject line, I'll give you a free trial of (your product's name)..." strategy tells your prospects that you will reward

them with a free trial, which sounds more personal. You could waive the first month's payment if it's a membership site or wait thirty days to bill them for the one time fee product.

24. The "Rules" Strategy

The "here are the rules for my affiliate program..." strategy tells your prospects that you actively protecting your product, affiliate program and your affiliates. People like to promote things that are regulated. Some of your rules could be: don't spam, don't make misleading claims, don't promote on adult sites, etc.

25. The "My Conditions" Strategy

The "here are the terms and conditions of the (type of rights) resell rights..." strategy tells your prospects that you will regulate the resell, master or private label rights so the product doesn't get saturated or devalued. Some of the rules could be: you can't give it away, can't sell it on online auctions, it can't be bundled, can't be put into a membership site, etc.

26. The "JV And Discount" Strategy

The "become my JV partner and get a (no.)% discount..." strategy tells your prospects that if they join your affiliate program, you'll give them a discount on the product they promote. You could have special order page set up for just them or have them fill in a coupon code on their page.

27. The "Affiliate Bribe" Strategy

The "join my affiliate program and get a (no.) discount..." strategy tells your prospects that if they sign-up to your free affiliate program you will sell them your product for cheaper than the normal retail price. Even if they don't become an active affiliate right away you'll have them on your affiliate opt-in list and they may promote one of your older or newer products in the future.

28. The "Small Catch" Strategy

The "hurry, there is a small catch though..." strategy tells your prospects that they better order soon because you only have so many copies available. You can tell them that once the word spreads about your product, it will sell fast from the results of your marketing tests.

29. The "First Reaction" Strategy

The "as a (type of person/professional), your first reaction will probably be (negative thought)..." strategy tells your prospects that they may have some defense buying mechanism but that is just because they have been burned by your competition before. You can tell them it's okay and you understand but your product is different.

30. The "Starter" Strategy

The "this isn't for beginners, however we do have a starter plan that's available for an extra fee..." strategy tells your prospects the bad news then the good news. Their spirits may be down at first and then you'll raise them back up again. They will like the fact that you are being honest with them up front.

31. The "They Are Mad" Strategy

The "I know my competition will be mad about this..." strategy tells your prospects that your competition will likely have a fit about your new offer. It gives your readers a reason to read on and see what could make them so angry. It could be about your low prices, something you're telling them about your competition, a better product you came out with, etc.

32. The "Be Truthful" Strategy

The "NOTICE: you must be truthful when filling out this form or you will be asked to leave my program..." strategy tells your prospects they must be honest when filling out your consulting or mentoring program application. They will realize you are serious about helping people that truly want to be helped.

33. The "Fire Dates" Strategy

The "June 1st-4th (\$), June 5th-9th (\$), June 10th-13th (\$)..." strategy tells your prospects that you are selling your product in a fire sale format. They'll see the price will be going up every few days and it will create an urgency for them to buy now.

34. The "Early Commission" Strategy

The "June 1st-4th \$(no.)% (\$), June 5th-9th \$(no.)% (\$), June 10th-13th \$(no.)% (\$)..." strategy tell your prospects that during your fire sale, you will be offering customers the chance to earn commissions from it. They will want to become a customer early so

they can promote it at the lowest possible price so the market doesn't get saturated right away.

35. The "Letter Requests" Strategy

The "I've been getting a ton of letters asking me when I was going to release another (type of product), so I finally have..." strategy tells your prospects that your last product was really good. People were so impressed and satisfied they have been requesting you to release another one.

36. The "This Isn't Average" Strategy

The "warning: this is not your average (your type of product)..." strategy tells your prospects that your product is way above average. You could even offer a higher price than your competition because it will back-up your claim that it is better than theirs. People sometimes perceive a higher price equals higher quality and better results.

37. The "1st Ever" Strategy

The "for the first time ever..." strategy tells your prospects that they likely haven't seen your product before. If they have seen your product before, maybe you could attach a different offer for it, like offering resell rights, a lower price, never-seen-before bonuses, etc.

38. The "\$1 Bombshell" Strategy

The "how to turn \$1 into (\$ a huge amount) worth of..." strategy tells your prospects that they could get a ton of products for only one

buck. You wouldn't make much unless you charge them another fee later on for something else (like a \$1 trial). You could even tell them you'll refund their dollar if they don't like the products.

39. The "Wrong Advice" Strategy

The "if you are not reaching your goals, maybe you are taking advice from the wrong people..." strategy tells your prospects that your competitors are those wrong people. You just need to prove why they should take your advice and purchase your product.

40. The "P And C" Strategy

The "over the last couple of years we have made over (\$) in profits from (no.) of customers..." strategy tells your prospects that your business has been very successful. Most people assume successful businesses sell high quality products that work.

41. The "Mad Accountant" Strategy

The "our accountant is steaming mad about our sale..." strategy tells your prospects that your accountant thinks you are selling your product for too low a price. Most people will think if your accountant is that angry about your offer, it must be a great bargain.

42. The "Keep The Secret" Strategy

The "for my subscribers only, don't show this to anyone else or I will pull this offer, I'm not joking..." strategy tells your prospects that they better order now in case one of the other subscribers leaks out

this information to any non-subscribers. The "I'm not joking" statement tells them it's not a marketing ploy.

43. The "Time Released Benefit" Strategy

The "picture (no.) (minutes/hours/days/weeks/months/years) from now (your product's benefit)..." strategy tells your prospects indirectly and visually how long your product will deliver their desired benefit. As you imagine, the quicker it delivers the benefit, the quicker they will order your product.

44. The "Single Question" Strategy

The "the single most important question you should ask yourself before buying (your type of product)..." strategy tells your prospect that they better know the question before they invest their money and not improve their life. You want the question to tempt them to buy your product and not your competition's.

45. The "Puzzle" Strategy

The "try to fill in this blank, this will _____ your life..." strategy tells your prospects to concentrate on your sales letter by trying to fill in the blank. People will naturally fill in the blank with a positive word, like improve, better, enhance, etc. They will write part of your ad for you and persuade themselves to buy.

46. The "Visit Their Site" Strategy

The "visit our top competitors' web sites and check them out..."

strategy tells your prospects that you aren't scared by your competition. Your visitors will assume your product must be way better since you are giving them their URLs and asking them to checkout their web sites.

47. The "Surprise Hint" Strategy

The "I want it to be a surprise but I'll give you a hint..." strategy tells your prospects that you're just teasing them a little. It will build anticipation until your product is released. People will likely still try to figure it out and your competitor even more.

48. The "Red In The Face" Strategy

The "this is kind of embarrassing..." strategy tells your prospects that even you, the business owner, have been red-faced before for not achieving your desired benefit. If they are currently embarrassed they will relate to your story and likely purchase your product.

49. The "You Upset Yet?" Strategy

The "sorry, this may upset you..." strategy tells your prospects to imagine how you could possibly upset them with a sales letter. They will want to read on to see what it could be. It could be about how your competition scams them, a dose of reality that could persuade them to buy, about how they lost out on your products but you're re-launching it at only a few dollars higher, etc.

50. The "Team Of Affiliates" Strategy

The "me and (business owner's name) are offering you a personal affiliate bonus..." strategy tells your prospects that you teamed up with another business or marketer to give them a bonus package if they purchase through your affiliate link. You could even team up with a ton of businesses so you have many people donate a product to your bonus package. You could also create an affiliate bonus package out of the tons of free info-products and software offered on the Internet.

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

Best to us all,

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