

Secret Marketing Strategies: Volume #2

By ktravel

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Secret Marketing Strategies - Volume #2

1. The "Code Cracker" Strategy

The "I've finally cracked the code..." strategy tells your prospects that your obsession or dedication to solving their problem has finally paid off. You could also tell them how much time, money, research, etc., has been invested in your product.

2. The "Admit It" Strategy

The "I'll tell you what most (type of experts/your competition) don't want to admit..." strategy tells your prospects that your competition is hiding something from them. Whatever you find and decide to expose should persuade them to purchase your product.

3. The "Change Your Mind" Strategy

The "I wasn't going to tell you this but..." strategy tells your prospects that you weren't going to reveal a specific piece of information but had second thoughts. If the information is beneficial to them, they will feel grateful that you changed your mind and possibly buy your product in return.

4. The "Truth" Strategy

The "the truth is, if you aren't (your product's benefit), then you're (negative effect)..." strategy tells your prospects if they don't own your product then they will continue to have specific problems. If you are a recognized authority or reputable business, they will automatically assume what you're saying is the truth.

5. The "Full Profits" Strategy

The "I am giving away 100% commissions if you want to promote this..." strategy tells your prospects that if they order your product, they will need to make just one sale in order to make their money back. Unlike normal resell rights, you can have it set up as an affiliate program that gives them 100% commissions. It will be less work for

your customers and all they will need is an affiliate link.

6. The "Twisted Their Arm" Strategy

The "(business/person's name) never lets anyone promote this..." strategy tells your prospects that your affiliate product or offer is exclusive and they are the only ones viewing it. You can tell your prospects that you convinced the product owner or twisted the product owner's arm to offer it to them.

7. The "Jumping Around" Strategy

The "like me back then, you're probably jumping from one product to another and not benefiting..." strategy tells your prospects that you had the same experience as they do now. You can tell them you changed all that after you decided to create your own solution, which would be the product you're selling. You just need to tell them why yours works and the competition's doesn't.

8. The "Health Warning" Strategy

The "major health warning: (your product's name) is very addictive..." strategy tells your prospects to take notice because most people value their health. Once you have their attention, you can tell them the benefits of your prospect and why it's so addictive.

9. The "Not Created Equal" Strategy

The "not every (your type of product) is created equal..." strategy tells your prospects not to assume that your or your competition's

products offer the same features and benefits. You need to tell them the beneficial differences that will persuade them to purchase your product.

10. The "Eye It Yourself" Strategy

The "for your eyes only..." strategy tells your prospects that your message or offer is just for their private viewing. Your subscribers will like the fact that they will get closed-door knowledge about your product and will have the first-chance opportunity to benefit from it.

11. The "Fix Or Fear It" Strategy

The "it's an essential tool and without it, you may as well (negative effect)..." strategy tells your prospects that your product is a tool that will help them fix their problem. Plus, fear of a negative situation is a very strong motivation.

12. The "Product Retirement" Strategy

The "I'll be retiring this product when I hit an undisclosed number of sales..." strategy tells your prospects that they better order now because they don't know how close you are to your target number. You can tell them since they are still reading this, there are still some available and you're very close to your sales goal.

13. The "Web Site XXX" Strategy

The "you'll learn about <http://www.XXXXXX.com> that will (a strong benefit)..." strategy tells your prospects that you know about a secret

or little known web site that will help them gain their desired benefit. It could be part of your main product or a bonus product.

14. The "Read The Proof" Strategy

The "make sure you read the testimonial from (the person's name)..." strategy tells and reminds your prospects to read your most persuasive testimonial. It could be from a reputable expert, have an audio or video message, a way to contact them personally, etc.

15. The "Mirror It" Strategy

The "check this out, it's (a famous product), well almost..." strategy tells your prospects that your product is similar to another successful product. You should just make sure that your target audience knows about the product and they like it.

16. The "High Failure Rate" Strategy

The "(no.%) of (your target audience) fail, Why is that figure so high?..." strategy tells your prospects they will likely fail at reaching their goals. You can tell them people fail because they are missing an important component that they didn't know about, which would be your product. You could use a list of testimonials in which people state that they didn't have any success until they purchased your product.

17. The "Living Proof" Strategy

The "he/she is living proof that anyone in the world can..." strategy tells your prospects they too can improve their life even if they have some type of disadvantage. It could be a number of disadvantages like if they are poor, if they have a handicap, if they are temporarily homeless, if they are in bad health, etc.

18. The "Having Hard Times?" Strategy

The "I've had tons of e-mails from people asking me if they could make payments..." strategy tells your prospects that if they weren't able to afford your product before, now they can because you are offering a payment plan. This would help you get orders from people that are in between pay periods, have just lost their job, are in debt, on a tight budget, etc.

19. The "Buy Or Read" Strategy

The "it will cost you (\$) or keep reading to find out how to get it for free..." strategy tells your prospects they can pay for their desired benefit or, better yet, get it for no cost. You could have them refer some friends to your web site, give a testimonial or success story, join your affiliate program, etc. You could still make money by selling them something different with a one time offer.

20. The "Last Time" Strategy

The "don't blink, over (no.) thousand people visit our web site - the last time we offered something like this..." strategy tells your prospects that they won't have time to pause and think about purchasing your product as it may sell out fast. You could even tell them that you expect the number of visitors to be higher this time because you asked a few JV partners to help promote it.

21. The "Through The Wringer" Strategy

The "the (no.) (months/years) of testing, experimenting, tweaking and collecting case studies are finally done..." strategy tells your prospects that your product has been put through the wringer and is finally ready for release. You could tell them you hired a whole research team (if true) to develop the product and even tell them how much it cost you.

22. The "Future Release Bonus" Strategy

The "purchase through my affiliate link and I'll give you my (your product's name) which will cost (\$) when it's released on (date)..." strategy tells your prospects they will get a future product that will cost more (if true) than what they will be paying for your affiliate product. It's a real bargain, they are getting more for spending less.

23. The "Spill The Beans" Strategy

The "I didn't want to reveal that much but (the interviewer's name) squeezed all my secrets out of me..." strategy tells your prospects that they should read or listen to the interview you did because you accidentally released closely guarded information. Of course, you could try to sell them your product at the end of the interview.

24. The "Meet In Person" Strategy

The "let's meet in person..." strategy tells your prospects that you want to talk to them live, in person. If that is the subject of your e-

mail, they will be interested in why because the Internet is usually so impersonal in nature and they wouldn't get that many offers. You could invite them to a seminar, a mastermind group, a workshop, even for dinner, etc.

25. The "Negotiation" Strategy

The "after hours of negotiating I finally talked (business person's name) into giving you a special deal..." strategy tells your prospects you gave up a lot of your personal time to get them a discount. They will appreciate that and likely respond to the time you gave up to save them some money.

26. The "Sell And Profit All" Strategy

The "the highest earning affiliate from the month of (the month) will receive 100% of their sales, instead of the normal (no.%) commission..." strategy tells your prospects that if they win your affiliate contest, they can keep all the profits. You could even offer higher than normal commission levels to people who come in second and third place.

27. The "Going To Lose" Strategy

The "you are about to lose (\$)." strategy tells your prospects that you are about to raise the price of your product. If they were interested in buying it later on and they wait, they will actually lose money. You could also tell them exactly how many (hours/days) they have until you raise the price.

28. The "We'll Pay You" Strategy

The "we'll pay you (\$) if you don't (your product's benefit)..." strategy tells your prospects that you'll pay them money if they don't gain their desired benefit with your product. You can tell them you are taking all the risk since you are giving them money rather than their investment back, and they can even keep the product. You can even tell them even if the product is damaged they will still get your guarantee. To protect yourself, tell them they first need to prove they used your product to the fullest before they get the guarantee.

29. The "Huge Favor" Strategy

The "I need a huge favor..." strategy tells your prospects that you have a special request that they could help you with. Most people are open to doing small favors for people, especially if they already like or respect you. You could ask them favors that could actually make you money, like visit your web site to see how you could improve it or review your free viral e-book and see if it reads well, etc.

30. The "Later On" Strategy

The "new bonuses will be added on (dates and times)..." strategy tells your prospects that you will be adding even more bonuses to your product on specific future dates. It will either persuade people to buy now or make them keep coming back to check out the new bonuses till it finally persuades them to buy. You could add more curiosity by giving them juicy hints or clues about your upcoming bonuses. It will just keep getting more and more tempting for them to buy.

31. The "Only Live Once" Strategy

The "you only live once..." strategy tells your prospects that life is too short to waste and they shouldn't hesitate to gain their desired benefits. They will want to spend their money where it will pay off, so you'll just need to prove that your product is the right investment.

32. The "Whichever Comes First" Strategy

The "it ends on (date) or until (no.) copies have been sold, whichever comes first..." strategy tells your prospects that it's up in the air which event will come first. If they are even a little interested they may buy to secure their copy of your product.

33. The "Guess" Strategy

The "guess what kind of product I will be releasing on (date), here is a clue..." strategy tells your prospects to feel very curious about what kind of product you will be launching. It will build immense anticipation during your pre-launch. You could even have them check back each (day or week) to get a new clue.

34. The "No Scare" Strategy

The "I'm not going to scare you into purchasing my product..." strategy tells your prospects that you won't be using any 'fear tactics' in your sales letter. You could tell them that there is already a huge need for it and it should sell itself. Many people will be persuaded to buy by your confident, straightforward approach.

35. The "Funny" Strategy

The "this e-mail was so funny I was turning blue from laughing so hard..." strategy tells your prospects that you received a ridiculous e-mail from a fellow subscriber. It could be someone complaining about your prices, sales offer, your content, etc. You could tell your prospects that you won't reveal the author's name but you will show them the exact, hilarious quotes. Of course this could be an attractive lead-in to sell them one of your products.

36. The "They Threaten Me" Strategy

The "I've received actual threats from a fellow marketer..." strategy tells your prospects that somebody they might know of could be threatening you. You could say that it made you so mad that you're going to do even more of what the marketer is harassing you about. It could be using lower than usual prices, holding a sale for a longer period of time, etc. If the marketer is well known, you could even tell them that you will give them a revealing clue about who the marketer is if they purchase your product.

37. The "Roadblocks" Strategy

The "we've eliminated all of the obstacles for you..." strategy tells your prospects that they won't have any roadblocks in the way to reach their intended goals. You could offer a no-risk guarantee, payment plans, a 'try before you buy' time period, etc.

38. The "Panel Of Experts" Strategy

The "here are the (no.) expert contributors that have helped me create this product..." strategy tells your prospects that your product idea must have been awesome for all those experts to contribute to

it. Plus, you could ask all those contributors to promote the product too, so your prospects will see the buzz about it.

39. The "Early Advantage" Strategy

The "get it early before everyone else finds out about it..." strategy tells your prospects that once the buzz start about your product, it could sell out or their competition will get their hands on it too. Plus, they may want to capitalize on the early buzz of the product by joining your affiliate program.

40. The "Broke And Depressed?" Strategy

The "spent (hundreds/thousands) on (your type of product) and haven't (your product's benefit) yet?..." strategy tells your prospects that they wasted their money on tons of products and have nothing to show for it. You can tell them not to be embarrassed because you did too, of course, until you found the product that you are currently selling.

41. The "Ahhhh" Strategy

The "you are about to have one of those "ahhhh" moments..." strategy tells your prospects that they are going to finally become clear about how they will gain their desired benefit. To do this you need to represent your product like one of the miracle-like ideas that none of your competition has thought of yet.

42. The "Business Meeting" Strategy

The "when I first told my business partner about my product idea (she/he) fell out of their chair..." strategy tells your prospects that your product is so good that your partner knew it would be a profitable investment. Most people know the most profitable products are the ones that deliver the best results.

43. The "Buy Vs Create" Strategy

The "you are getting a (no.) discount compared to what I paid to create this product..." strategy tells your prospects that you had to pay way more than they will have to pay for the same benefits. You could even show them the quotes or a copy of the invoices/receipts that you paid for the product to be developed.

44. The "Make Them Smile" Strategy

The "make your (a family member/friend) smile..." strategy tells your prospects that your product will give their loved ones a positive physical reaction. It could be making them jump for joy, laugh out loud, have a look of love, raise their arms from excitement, dancing in celebration, etc. Most people like to make their family and friends feel good.

45. The "Bad Review" Strategy

The "read my negative review of (product's name)..." strategy tells your prospects that you didn't enjoy certain aspects of the affiliate product. Using a negative review will gain their attention because people don't see them a whole lot and it creates controversy. You should tell them the minor things that you didn't like but still tell them the overall product is good quality (if true) then they may still end up ordering from your affiliate link.

46. The "One Word Translation" Strategy

The "this translates into one word: (a benefit word)..." strategy tells your prospects that you are simplifying your offer to one persuasive word. You could even include the definition of the word if it sounds persuasive. For example, if you were selling a Valentine's Day box of chocolates you could say "This translates to one word: LOVE!"

47. The "Heard It Before?" Strategy

The "think you've heard it all before? Please STOP and think again..." strategy tells your prospects that your product is unlike anything they have even heard of before. They will at least take a little time to read your offer, even if it sounds familiar to another product in your niche. They will want to see what's so different about your product.

48. The "Beta Version" Strategy

The "if you order the beta version now, you will get a (no.)% discount..." strategy tells your prospects they will get a copy of your product that might contain a few bugs but will be cheaper. You could always tell them they will get the final version of your product when it's complete.

49. The "Sell One" Strategy

The "make a least one affiliate sale this month and you'll get..." strategy tells your current or future affiliates that all they have to do is make one tiny sales and they will be rewarded. You could give

them a bonus product, a discount, consulting, etc.

50. The "Unbelievable Story" Strategy

The "do you ever hear unbelievable stories of people (your product's benefit)? Well, they are true..." strategy tells your prospects that those success stories aren't just old wives' tales. You could tell them they can read or listen to some of those stories on your web site from people that have bought your product.

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

Best to us all,

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