

Secret Marketing Strategies: Volume #5

By ktravel

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Secret Marketing Strategies - Volume #5

1. The "My Next Product" Strategy

The "as a bonus I'll also reveal all the details of my new, secret product that is currently under development..." strategy tells your prospects that if they buy your current product, they will also learn about the next product you plan on releasing in the future. It will

attract your curious, loyal customers or even your competition to buy from you.

2. The "Make Up Your Mind" Strategy

The "before you make up your mind whether or not you're going to order, think about this..." strategy tells your prospects that before they decide to leave your page, they better read your statements that will further back up your product. You could repeat your low affordable price, some major benefits, fast, free shipping, etc.

3. The "Reasons For Refunds" Strategy

The "you can ask for a refund for any reason - I mean any reason, you could even make up one if you want..." strategy tells your prospects that you will be removing any and all risks if they don't like your product. You could even give them reasons why they could ask for a refund, like if they are short of money, if they don't like the color of your product, etc.

4. The "First To Promote" Strategy

The "if you're one of the first (no.) people to buy, you can become my JV partner..." strategy tells your prospects they could make their money back if they order before you reach your first sales goal. You could also tell them they can earn 2nd tier commissions if they get in early enough.

5. The "No Big Competition" Strategy

The "you will be my first JV partners if you order now..." strategy tells your prospects that you didn't invite any big gurus or super affiliates to promote your product before you launched it. They will realize that they will have a very good chance to make some nice commissions.

6. The "Timed Rights" Strategy

The "grab (no.) minutes of resell rights..." strategy tells your prospects that if they purchase your audio or video information product, they will get the resell rights to it. You could also use other time amounts like hours, days, seconds, etc.

7. The "Resell And Commissions" Strategy

The "get master resell rights and back-end affiliate sales..." strategy tells your prospects that if they purchase your info-product with master resell rights, they can also rebrand the links in the ads inside them with their own affiliate link. That will give them multiple streams of income that will become viral.

8. The "Heavy Hitters" Strategy

The "just see the heavy hitters that have agreed to promote it..." strategy tells your prospects that your product must be really high quality if all those big time marketers are promoting it. The less well-known marketers may want to promote it just to have their name mentioned with some of the big names on your JV partner contest board.

9. The "I'll Advertise You" Strategy

The "can I advertise your web site?..." strategy tells your prospects that you may want to advertise their web site. If they have one, they will be interested in what your offer is. You could tell them that if they purchase your product, you'll add their link to your web site. It will be more effective if your site gets a lot of traffic or even better, show them proof of your traffic.

10. The "Testimonial Tilt" Strategy

The "yes! as soon as I (your product's benefit) I'll send you a testimonial..." strategy tells your prospects to tell themselves that they will get their desired benefit. They will assume since you want a testimonial too that you're confident that they will reach their goals.

11. The "Easy Or Hard" Strategy

The "would you rather (your product's benefit) easy or would you rather (someone else's product's benefit) hard..." strategy tells your prospects that they could get their desired benefit easier with your product. They likely won't want to purchase your competition's product if it makes it harder to obtain their benefit.

12. The "Main Goal" Strategy

The "we're dedicated to and working hard for your success..." strategy tells your prospects that your main goal is to improve their life. They may purchase your product just from the fact that you are telling or showing them that you are committed and working your tail off to help them reach their goals.

13. The "Be Social" Strategy

The "you'll have free access to my private forum..." strategy tells your prospects that if they purchase your product, they will have worldwide access to like-minded individuals that have the same goals in mind. You can remind them that they can make new friends, build long-lasting relationships and even make JV offers (if the forum is business-related).

14. The "I Bet" Strategy

The "I bet you're not even worthy enough to purchase my product..." strategy tells your prospects that you are challenging them and saying that their mindset and abilities aren't suitable to gain their desired benefit. Many people will take offense and purchase your product to prove you wrong and show you that they are in your league.

15. The "No Trick" Strategy

The "I'm not going to try to trick you. I'm trying to sell you something..." strategy tells your prospects that you are going to get straight to the point and be up front with them. You'll need to tell them a good reason why you are trying to sell them your product other than trying making a profit. It could be because you really want to help them because you were once in the same situation.

16. The "Help More People" Strategy

The "I even ended my consulting service because I only want to help

you..." strategy tells your prospects that the only way to get your product or expertise is to purchase your product. You can tell them you rather sell a low priced product than charge a high price for consulting or coaching so you can help more people that can't afford it.

17. The "Use It Or Else" Strategy

The "don't buy if you're not going to use it..." strategy tells your prospects not to purchase your product if they don't plan on gaining their desired benefit. You could give them a more detailed example like: don't buy if it's going to be boxed up in your cold, damp basement in a few days.

18. The "Quick Fix" Strategy

The "I prefer to have long-lasting benefits rather than a quick fix that doesn't last..." strategy tells your prospects your product's benefits will last longer than your competition's. You can tell them it's a waste of money to invest in a product that won't stand the test of time.

19. The "Product A Day" Strategy

The "get (no.) (type of product) products in (no.) days..." strategy tells your prospects that if they order you'll deliver them a new product every day for as long as you specified. You could reveal what each product will be or just give them a tantalizing hint about each one. If they are exclusive products, tell them so they don't assume they are a bunch of resell rights products that are offered everywhere else.

20. The "Offline vs. Online" Strategy

The "it's normally sold through the mail for (\$) but you can get it online for only (\$)." strategy tells your prospects there is a good reason why you are offering your product for such a low price. People probably thought your product was expensive if they saw it advertised offline beforehand, so the low price would surprise them and persuade them to buy. You could add little reasons like: you can offer a lower price because there is no packing or shipping, no printing or it's just cheaper overall to run an online business.

21. The "Beneficial Web Site" Strategy

The "I (your product's benefit) with this web site: [http://www.\(the URL\).com...](http://www.(the URL).com...)" strategy tells your prospects the beneficial results of you buying the affiliate product from that particular web site. Here are some examples: I found the girl of my dreams with this web site, I bought a new sports cars 3 weeks after visiting this web site, etc.

22. The "If You're Broke" Strategy

The "don't invest in this product if you're (bad financial situation)..." strategy tells your prospects they shouldn't buy your product if they are having money problems. You can get more detailed like: if you are risking putting food on the table, if you're behind on the rent, if you have to take out a second mortgage, if you have to search for loose change in the couch, etc.

23. The "Reverse Bonus" Strategy

The "there are plenty of highlighted bonuses (strategies, ideas, tips,

etc.) throughout this letter which you can use right away..." strategy tells your prospects that they will get bonuses for just reading your sales letter. You want the information bonuses to be useful and persuade them to order your product. You could label them something like: Bonus Idea #1, Bonus Idea #2, Bonus Idea #3, etc.

24. The "Any Industry" Strategy

The "it works for anyone, in any industry..." strategy tells your prospects that your product is designed to help anyone and everyone. You could even list a bunch of occupational titles your product has helped in the past like: golfers, photographers, magicians, accountants, car enthusiasts, physicians, homemakers, etc.

25. The "First Place Discount" Strategy

The "the first (no.) people that order will get a (no.)% discount..." strategy tells your prospects that if they act fast, they can get your product cheaper than everyone else. You could give them a coupon code (if your ordering system allows it) or just keep track manually. You could keep your prospects updated on how many discounted packages are left.

26. The "Low And High" Strategy

The "how (\$ a low price) can get you over (\$ a high price) worth of (type of bonuses/or products)..." strategy tells your prospects that your product package is a real bargain. You could tell them that they would have to be crazy to pass it up. You can mention that even if they already own a few of the products, it's still worth it or you could offer them an even lower price if they can prove that they already

own a few of the products.

27. The "Just Guess" Strategy

The "just guess how much (your product or bonuses) is worth..." strategy tells your prospects they will likely be pleasantly surprised at the value they are getting because you mentioned it. You can even make a guess for them and lead up to the total value. For example, no not (\$), no not (\$), no not (\$), the total value is (\$). Then reveal how low a price they will get it for.

28. The "Constructive Criticism" Strategy

The "bonus: I'll critique your (something related to your product)..." strategy tells your prospects that you'll give them some constructive criticism for no cost. It should allow them to help gain their desired benefit easier with your product than without your helpful advice. You could do it in person, over the phone, via e-mail, etc.

29. The "Order Them All" Strategy

The "you must purchase the product and upsell it to qualify for my bonus..." strategy tells your prospects that you will give them a personal bonus if they order the front-end product and one-time offer product through your affiliate link. If you want, you could even require that they order the back-end product.

30. The "Past Product" Strategy

The "I have a proven track record, see a picture of all my past

products:..." strategy tells your prospects that you've developed successful products in the past and your new one is no exception. You could even show them your past sales records, order totals, testimonials, case studies, success stories, etc.

31. The "One Now, One Later" Strategy

The "free bonus: get my new product that is launching on (date)..." strategy tells your prospects they won't have to pay for one of your future products if they purchase your main product now. It will save them money and you can tell them the exact date they will get access to it.

32. The "Is Bigger Better?" Strategy

The "a multi-million dollar corporation didn't want me to release this product..." strategy tells your prospects that even a huge company that is your competition knows your product is good. Of course, if you tell your prospects something like that, it needs to be completely true.

33. The "Don't Give Up" Strategy

The "sometimes it's hard to achieve your goals but don't give up now..." strategy tells your prospects that if they don't throw in the towel and get over their obstacles, it will be well worth it. You can mention that your product will make it easier for them.

34. The "Never Done Before" Strategy

The "no sale like this has ever been done before..." strategy tells your prospects that the way you are selling, marketing or presenting your product is very unique. Sometimes people buy just because your offer is different from the others. You just need to be creative. Other sales that have made their marks are fire sales, take-away sales, holiday sales, 72-hour sales, etc.

35. The "Pick Your Level" Strategy

The "choose your product level..." strategy tells your prospects that you are offering your product at different price levels and product package contents. You'll be able to cater for everyone's budget and situation. It could be free, medium, deluxe, diamond, gold, silver, etc. You should list what each package level comes with and give them a chance to upgrade their packages later on.

36. The "Right Stuff" Strategy

The "the only people that should order are (a description of those types of people)..." strategy tells your prospects they need to be a certain type of person in order to gain their desired benefits from your product. It could be related to certain abilities, skills, emotions, education levels, accomplishments, occupations, etc.

37. The "Buy Low And Profit" Strategy

The "you can either buy high priced resell rights or low priced ones and make a profit..." strategy tells your prospects they are more likely to make a profit buying your lower priced rights. Once they understand the whole concept they may go back to your business more often for low priced resell, master resell and private label rights.

38. The "Going Public" Strategy

The "we are set to go public in the next few months..." strategy tells your prospects that your company is doing really well if you will be entering the stock market (if it's true). Most people assume that stock market companies sell a lot of products and make big profits. It might make them more comfortable buying from you because you need to make the shareholders happy too.

39. The "Clarification" Strategy

The "for clarification, here's what I mean..." strategy tells your prospects that in case they don't quite understand part of your offer, you are going to simplify it for them. People don't usually purchase products from offers they don't understand. You could also show pictures, graphs, and graphics to help clarify your offer.

40. The "If You See This" Strategy

The "if you still see this page then you're one of the first (no.) people..." strategy tells your prospects they can still get your special offer. Your special offer could be a discount, a bonus for purchasing through your affiliate link, extra bonus products, etc. Sometimes people don't order because they are not sure if they still have a chance to get a good deal.

41. The "More Than Most" Strategy

The "you'll know more than (no.)% of all (types of people)..."

strategy tells your prospects that by purchasing your product, they will be more informed or skilled than the majority of people who aren't. People like to know that they will know more than others do. It gives them an advantage in life.

42. The "Intimidation" Strategy

The "I understand that it can be intimidating trying to make the right investment..." strategy tells your prospects you realize there are so many product choices and sales pitches out there that it can be a confusing decision. You just need to simplify it for them by comparing all their choices side-by-side. You will be putting your product up against your competitor's and comparing the benefits.

43. The "They Don't Brag" Strategy

The "(the affiliate product owner's name) won't tell you this because they don't like to brag..." strategy tells your prospects you are going to tell them some credible information about the owner of the affiliate product you are promoting. It could be things like: they are a doctor, won certain awards, reached some interesting goals, etc. It will persuade people to buy based on the product owner's personal or professional achievements.

44. The "Nothing To Show" Strategy

The "many people spend (no.)(months/years) and (\$) for (your product's benefit) and have nothing to show for it..." strategy tells your prospects that a lot of people take the hard road to gain their desired benefit to only end up failing at the end. If you can show them how your product can take away or minimize all those obstacles and improve their life, you will make a lot of money.

45. The "Lower Than Others" Strategy

The "it's not going to cost you the normal (\$) or even 1/(no.) of that..." strategy tells your prospects that they aren't going to pay anywhere close to what others have paid for your product in the past. You just need to give them a believable reason why the price is so low now, like they fell off the shelf and are slightly damaged, you made a deal with your supplier, you have to clear inventory for a new product, etc.

46. The "Similar Suggestions" Strategy

The "people that have purchased (your product name) are also interested in..." strategy tells your prospects to check out your other products or affiliate products that your customers have bought from you. You are more likely to get backend sales because of the similarities between the customers who purchase your main product and that purchase or look at those other products.

47. The "Read And Benefit" Strategy

The "you'll get more benefits from reading this letter than purchasing one of my competition's products..." strategy tells your prospects that your sales letter contains beneficial information. They will get a freebie for reading and save money by not having to purchase your competition's product. Of course, you'll present your own product to them and tell them why it's different and better.

48. The "Don't Skip A Word" Strategy

The "if you want to (your product's benefit), read every word of this letter..." strategy tells your prospects not to skip one word of your sale letter and they will reach their goals. You can tell them if they read every word, they'll understand why it's so important to purchase your product.

49. The "Live Or Recorded" Strategy

The "there are only (no.) live spots available..." strategy tells your prospects there are only so many people that can attend your live teleseminar, seminar or webinar event. You can tell them that the rest of the people will only get recordings of the event. As you may know, reality shows are all the rage now so limiting a live event can trigger a large amount of sales.

50. The "It's Not For Sale" Strategy

The "this is not for sale anywhere or at any price..." strategy tells your prospects that they will have to do something other than buying your product to own it. It could be purchasing a different product, sending traffic to your web site, giving you a success story, etc. You can even limit the number you have available and tell them after your goal is achieved, it will be gone forever.

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

Best to us all,

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Magnetic Marketing

<http://moneytoday.synthasite.com/recommends-magnetic.php>