

Revolutionary Income Concepts

by Larry Dotson

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Chapter 1

1 Gain an [advantage](#) over your competition. You should find one [benefit](#) your competition doesn't offer and use it as your main selling [point](#). For example, if your competition doesn't offer free shipping, you should find a [way](#) to afford to offer free shipping. One way would be to charge other [businesses](#) for inserting ads in your product package.

2 [Design](#) your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, [offer](#) ad trades, etc. For example, you could say, "Forward this e-zine to your friends or family." Another example, "We accept ad [trades](#) from other e-zines."

3 Allow your [visitors](#) to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail. For

example, you could say, "Sign up to be reminded by e-mail when this web site is updated in the future." You could also subtly mention a product you are currently selling.

4 Focus your articles on [information](#) the targeted readers and e-zine publishers want. They will get published more often, which means free publicity. For example, if they are [business](#) e-zines, you want to write articles about starting a business, [marketing](#), advertising, cutting costs, joint ventures, etc.

5 Use problems to attract online [traffic](#). Find a common online problem and use your web site to solve it. People will visit and see your ads. For example, you could say, "How To Accept Credit Cards Without Forking Over [Money](#) For A Merchant Account." Another example, "How To Get To The Top Of The Search Engines Without Being Listed."

Chapter 2

6 Have an informative FAQ page at your web site. Anticipate questions your prospects or visitors may have; this will help improve your sales ratio. For example, "Read our Frequently Asked Questions first. It may answer your question and [save](#) you waiting for one." Another example, "[Check](#) Out Our FAQ Page If You Have Any Questions."

7 Improve your negotiation [skills](#). This'll improve your [business](#) because you're always negotiating ad swaps, supply prices, joint ventures, wages, etc. For example, if you wanted to trade ads with an e-zine that had double the subscribers you do, they may not trade but if you offered the e-zine owner an extra ad, they might.

8 Beat your competition by giving away a similar [product](#) or service that they charge for. It could be add-on products, warranties, [servicing](#), etc. For example, you could say, "Unlike our competition we don't charge extra for batteries." Another example, "Our competition charges up to (\$) a year for software upgrades, we charge \$0!"

9 Build a larger online community by giving your visitors bonuses for participating on your message boards or chat rooms. Try free products, ads, etc. For example, you could say, "Participate in our online message board and get the FREE report! How To..." Another example, "Get this free e-book for just chatting in our chat room!"

10 Instead of starting an [affiliate](#) program, start a referral [program](#). Give people discounts and free [products](#) for referring people to your site. For example, you could say, "Get a free e-book software for referring just 3 people to our web site." Another example, "Refer just 2 people to our web

site to get a 20% discount on our new e-book!"

Chapter 3

11 [Offer](#) free original content. It's important to give your [visitors](#) information they can't find anywhere else. If you're the only source, they'll visit your site. For example, if you write business e-books you know they are many of them out there, but if you added an unrelated topic with the [business](#) content, like science, it would be more original.

12 Give people free software. Most people like to [find](#) good deals on software for their computers. If the software is free, that is even better. For example, you could say, "FREE Accounting Software!" You could also use the software for viral [marketing](#). Just place your ad in the [software](#) and allow people to give it away.

13 Hold free contests or sweepstakes. Most people like to win things. If you can fulfill that need, people will stop by to visit. You can also capture people's e-mail addresses. For example, "Sign up for our contest for a chance to win a new computer! You will be notified via e-mail."

14 Provide a free web directory. Create a directory of [web](#) sites on a popular [topic](#) that will attract your target [audience](#). For example, if you had a free

e-book directory you could advertise your web [site](#) by saying something like "Get 1000 FREE E-books When You Visit (your web site address)."

15 [Offer](#) a free e-zine. Most people love to get free [information](#) that's e-mailed to them regularly. This saves them time and money. For example, you could say, "Sign up to my e-zine and learn about (topic) every week for absolutely free!" Another example, "Free Weekly [Business](#) E-zine - Save time and [money](#) learning (topic)!"

Chapter 4

16 Make your web [site](#) look professional. You want to have your own domain name, easy navigation, attractive graphics, etc. For example, wouldn't it make you think twice about buying from a free domain name web site? Another example, if you get confused or lost at a web site, don't you immediately [click](#) out of it?

17 Let people read your ad before they get to your freebie. When you use free things to lure people to your web site, list them below your ad [copy](#). For example, haven't you ever downloaded a free e-book and read it right away without looking at the rest of the web site?

18 Attract the target [audience](#) who would buy your

product or [service](#). A simple way to do this is to survey your existing customers. Another idea would be to address them with their group name. For example, "Dear Web [Marketers](#)..." , "Attention All Gardeners - Listen Up!", etc.

19 Test and improve your ad copy. There are many people who write an ad and never [change](#) it. Make sure you get the highest possible response rate. For example, run the ad you have ready and see how many orders you get in a week or [month](#). After that change the headline or closing and see how many orders you receive. Continue tweaking your ad till you get the highest amount of orders per visitors or viewers.

20 Give people an urgency so they buy 'now'. Many people could be interested in your [product](#) but they'll put off buying it until later and eventually forget about it. For example, "Order Before Aug 15, 2002, and get 2 Bonuses Valued at (\$)!" Another example, "Order Now! Only 1000 Members Will Be Accepted."

Chapter 5

21 When you ship people the first product they bought, insert a flyer or brochure for your back-end product in the [package](#). For example, if you're selling a book about gardening, you could slip in a flyer about a packet of seeds you're currently selling

into the box you are shipping.

22 Give customers a free subscription to a [Customers](#) Only e-zine when they buy your product. You could include your ad for your back-end product in each issue. For example, you could say, "When you order, you will get a free subscription to our e-zine about e-books." The customers will also see your ads every week and that will [increase](#) their tendency to buy again from you. Plus a free e-zine is a good bonus to lure them to order.

23 Send your customers greeting cards on holidays or on their birthday. Include a small advertisement inside the card for your back-end product. For example, the card could say "Happy Halloween! To celebrate this holiday we are offering you 30% off our new book titled..." Another example, "Happy Birthday! For a [gift](#) we are giving a free sample of our new book titled...If you like it, you can get the full version for only (\$)."

24 Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual. For example, "Our software is user-friendly, it takes you step-by-step." Another example, "You'll get a simple 3 [step](#) instruction manual that walks you through the whole scanner set-up."

25 Send [customers](#) a free surprise gift after they

order your first product. You could attach another ad with the free gift for your back-end product. For example, "Unadvertised Surprise Bonus! A free copywriting e-book!" Then inside the e-book have subtle ads for the product(s) you're selling. Above or below each page. You could also mention them within your [content](#).

Chapter 6

26 If you're selling an electronic product, like an e-book or report, include your ad for your back-end product somewhere inside the electronic product. For example, on the last page, title page, index, table of contents, glossary, etc. If you liked the [product](#), wouldn't you buy again from that company?

27 Tell your prospects how long you've been in business for. People think if you've been in business for a while, you have more credibility. For example, "We've been in [business](#) for (no.) years!" Another example, "We've been serving businesses since 1935!"

28 Contact your customers by phone and ask them if they were happy with their [purchase](#). You could tell them about your back-end product. For example, "I'm calling to thank you for purchasing our (product). I wanted to make sure you were happy with it and tell you about our new (your back-end product)..."

29 Tell your prospects your [product](#) is compact or light. People may want to take the product on a trip or don't have much room where they live. For example, "Our (product) only weighs (no.) ounces!" Another example, "Our (product) fits inside your pants' pocket!"

30 Ask your customers if they want to be updated in the future when you have new product [offers](#). You could have them sign up to receive e-mail or snail mail updates. If they sign up this usually means they really like and trust your [business](#) because they know ahead of time all they will be getting are product offers. These people will be the easiest to sell to.

The End