

# Shocking Profit-Producing Tricks

by Larry Dotson

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## Chapter 1

1 Most people want to avoid or to end pain. Tell your [prospects](#) how much pain and the problems they will avoid or end if they buy your [product](#). For example, you could say, "Just imagine being able to go out in public without thinking you're being made fun of behind your back"

2 Most people want to gain pleasure. Tell your prospects how much pleasure or the [benefits](#) they will gain if they [purchase](#) your product. For example, you could say, "Picture yourself lying on a beautiful sandy beach with nothing to look at but palm trees and a stunning blue ocean."

3 Most people don't want to miss out on a major opportunity that they might regret in the future. For example, you could say, "After Aug 15, 2002, we will be raising our price to \$50 so [order](#) now!"

Another example, “[Order](#) before midnight to make sure you have a chance to receive the 3 extra bonuses!”

4 Most people want to have good health and live longer. For example, you could give your [prospects](#) free coupons to a fitness club when they buy your product. Another example would be to give your prospects a free e-book about healthy eating habits.

5 Most people want to belong to something or a select group. For example, you could give your prospects a free membership into your club when they buy your [product](#). Another example would be to allow them to subscribe to your private e-mail [discussion](#) list.

## Chapter 2

6 Use more than one P.S. in your ad [copy](#). The postscript is one of the most often read part of any ad, so why not use two or three of them instead of one. One P.S. could remind your prospects about a good [benefit](#). Another P.P.S. could tell them about your limited time offer. And the last P.P.P.S. could tell them about another free [bonus](#).

7 Gain your [visitors'](#) attention by telling them your problems. People like to hear about other people's problems because it takes away from their own.

For example, you could say, "I'm so frustrated at..."  
Another example, "I'm very upset about our competition because..."

8 Create trust with your [prospects](#) by telling them something they already know is true. They'll know for sure you're not lying and begin to trust you. For example, you could say, "I know you want to increase your [sales](#)..." Another example, "I know you want something for nothing..."

9 Survey your target [audience](#) to find out things you have in common with them and use them in your ad. People like people who are like themselves. For example, you could say, "Like you, I also have been scammed in the past." Another example, "You and I both know that it sucks to pull weeds by hand."

10 Offer free classified ads on your web [site](#) that expire after a particular time period. People will revisit your web site over and over to resubmit. You could have other things expire or be updated so they will revisit, like e-books, articles, links, [software](#), message board postings, etc.

### Chapter 3

11 Forward interesting e-mails to your online friends with your signature file included. They may end up

forwarding it to their friends and so on. It's like a chain reaction, your message will just keep multiplying in everyone's e-mail box. It could possible reach millions of people.

12 Organize your web site into categories. Visitors won't get frustrated and leave your site because they can't find what they're looking for. For example, you might organize it with links on a side bar: Home, About Us, Free E-zine, Free Articles, Free E-books, Free [Affiliate](#) Program, Chat Room, Guest Book, Message Board, Contact Us, etc.

13 Send your web site [visitors](#) a "thank you" email. This'll remind them to revisit. Just get their e-mail address and permission. For example, you could say, "Would you like to be notified by e-mail when this web site is updated with new information? [Click](#) here to sign up."

14 Advertise that your online [business](#) is for sale. Try to sell it for \$10,000,000. You'll either get \$10,000,000 or you'll get curious visitors. They will want to see what all the fuss is about. Wouldn't you? The people who visit just might decide to buy your [products](#) or sign up to your e-zine.

15 Try auctioning off your products. Set up the auction [software](#) on your web site. Give [customers](#) the option of paying outright or bidding. Some people think it's more fun and competitive to try to

outbid people than just hand over their credit card right away.

## Chapter 4

16 Add a free interactive game to your web site. You could hire someone to create it. The game should be related to the theme of your web site. For example, if you were selling business products, your interactive game could be about running a successful [business](#) or investing in the stock [market](#).

17 Train your employees as a team instead of just individuals. Everyone must do his or her job in order for the others do theirs. Think of it as an offensive from a football team. If everyone has a [job](#) and does it right, your business will score a touchdown.

18 If you make people feel like it's their [idea](#) to buy, they will be less hesitant. For example, you could say, "You are [making](#) a smart decision by buying our product". Another example, "You are doing the right thing wanting to buy our [product](#) to improve your marriage."

19 Promote yourself as well as your products. Write articles, e-books, reports, etc. When you endorse other products for [commissions](#), people will think your statement is extra-credible because you have established yourself as an expert.

20 [Show](#) your prospects a collection of testimonials that stand up for your product. People are more likely to agree with a group than have a different opinion. This is because most people are followers and not [leaders](#), so it makes sense they may be persuaded to buy your product after seeing a big collection of testimonials.

## Chapter 5

21 Maximize your [advertising](#) budget and don't go broke like the big web sites. All you need is a small group of loyal customers to sell back-end products to again and again. If you can't create your own products you could join affiliate [programs](#), join a drop shipping program or [find](#) joint venture partners who have products.

22 Sell to the people who join your [affiliate](#) program. They are more likely to buy your products because they are interested in selling them for the commission. It's important to train and support your affiliates so they will know you will be there to help them. Tell them it's good to write ads about their personal experiences with your [product](#) so that it will persuade [customers](#) to buy.

23 Offer a deluxe product or [service](#) as an upsell or back-end product. You won't have to create a

totally new product, just add on to your main one. For example, let's say you're selling an e-book with 100 business [tips](#) in it. You could write one with 50 new tips and use that as the deluxe [version](#).

24 Tell people what they're thinking and feeling as they read your ad. Most people will actually [experience](#) the feelings. Your statements should help sell your product. For example, you could say, "As you are reading this ad, you begin to think about a [life](#) without debt."

25 Make your product [offer](#) very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses. For example, you could have a countdown timer on your web site and say, "Order in the next 5 [minutes](#) and get 6 free bonuses!"

## Chapter 6

26 Attend trade shows and seminars that are related to your specific industry. Pass out business cards or brochures about your [business](#). Rent your own booth at the trade show. You could use free items to attract people to it.

27 Swap articles with other e-zines publishers. You could get your articles published more often if, in exchange, you publish their articles. If they are hard



negotiators, maybe you could offer to run two of their articles to one of yours.

28 Ask people to link to your site's content. Some people may not want to link to your home [page](#) but might want to link to your content. Just include an attention-grabbing link or graphic on the [content](#) page that [leads](#) people to your home page or sales letter.

29 Convert your web site into an e-book. You could offer your e-book as a free bonus for your product or another [business'](#) product. This will also allow people to view your web site offline as well. You could put it on a CD-ROM and include it in your direct mail [packages](#).

30 Create e-books for other web [sites](#) or businesses. You could create them for no charge in exchange for an ad or a mention of your web site inside. You could also create them in exchange for getting the reprint rights to them. You would never need your own [product](#) to sell.

The End