

Sizzling Order Generators

by Larry Dotson

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Chapter 1

1 People want to gain pleasure. They may want to satisfy their appetite or sexual desires. This will make them feel more fulfilled. Tell your prospects how much pleasure your product or [service](#) will give them. For example, you could say, "Our [product](#) will fulfill your cravings for rich, delicious chocolate."

2 Express the same views as your target audience. Bring up common likes and dislikes in your ad. This will create instant rapport with your audience. For example, you could say, "You, like me, know it's very important to find a good bargain." Another example, "Both of us know that [money](#) doesn't grow on trees."

3 Add viral [marketing](#) into your promotional [plans](#). Allow your visitors to give away your free things,

just include your ad somewhere on all the freebies. By giving away one freebie with your ad on it, it could be passed on to thousands, if not millions, of people and web sites.

4 Design your web site to be less confusing. Don't use a lot of graphics, links or anything that takes away from your sales message. People will get frustrated and want to leave your web site if they get confused. People want an enjoyable and relaxing experience when they visit your web site. If they don't get that, they may never come back.

5 Give your visitors the option of viewing your web site in an autoresponder message or by printing it out. They might not have the time right then to look it over. Nowadays people are low on time. They are working longer hours and there are more single parents. Don't let time get in the way of them not buying your product.

Chapter 2

6 Increase your opt-in e-mail list quickly by giving away a product at no cost. Just require people to subscribe to your e-zine in exchange. There are thousands of e-zines offering freebies for sign ups. Your freebie needs to be original, timely and possess high perceived value.

7 Joint venture your web [business](#) with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them. For example, you could joint venture with a computer [store](#). You could publish their ad on your web site and they could have your web [site](#) loaded up on all their computer displays.

8 Expand your target audience by adding a new product line or packaging your main [products](#) with other ones. You could also add-on extra services. For example, if you are selling [marketing](#) e-books to businesses, you could also start selling e-book [software](#) to online publishers.

9 Persuade your visitors to like you. People buy from people they like. You could tell them a joke, give them a compliment, give them a freebie, etc. For example, you could say, "I see you are one of those rare entrepreneurs who have a killer instinct for [success](#)."

10 Submit the free things you [offer](#) to online freebie directories. They usually get a lot of [traffic](#) because people like to get things for free. Of [course](#) include your ad in the freebie. Sometimes freebie directories allow you to mention your business with your free listing too.

Chapter 3

11 Use headlines and sub-headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like, "Attention All Lawyers!" You could also use the products your target [audience](#) normally buy to get their attention. For example, "Warning! Don't buy another coffee cup till you read this!"

12 You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example. For example, you could say, "Just think, you could be [writing](#) order-pulling ads in 5 minutes!" Another example, "Picture what your friends will say if you could increase bowling score by 50 [points](#)!"

13 You could end your ad copy by telling people what will happen if they don't buy your product. Use a [problem](#) which they won't be able to solve without it. For example, you could say, "Imagine staying in debt, filing for bankruptcy and losing your credit." Another example, "See yourself 5 years from now still without the love of your life. How will you feel?"

14 You could end your ad copy with a question that they will always say yes to. Then they will be used to saying yes when you ask them to [order](#). For example, you could say, "You want to be able to afford the best things [life](#) has to offer, don't you?" Another example, "You want to meet the woman/

man of your [dreams](#), don't you?"

15 You could end your ad copy with a [short](#) review of your whole ad. Repeat all the major [benefits](#) and features they will receive. For example, you could say, "Like mentioned earlier, you'll get the e-book "How To Increase Your [Sales](#)", you'll get the report "5 Ways To Double Your Sales Instantly" and you'll get a "FREE 30-Minute [Consultation](#) With Yours Truly!"

Chapter 4

16 You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date. For example, you could say, "Order before Sept. 7, 2002, and you'll get the whole [package](#) for only \$19.67!" Another example, "I don't know how long I can [offer](#) the free bonuses, so order now!"

17 You could end your ad copy with a powerful guarantee. Give them a lifetime or triple-your-money-back guarantee. It's also good if you write your guarantee so it sounds personal and has some specific information. For example, you could say, "I personally guarantee you'll be able to end writer's block 99.9% of the time or your [money](#) back."

18 You could end your ad copy with a testimonial.

Use one or two of your [customers'](#) testimonials that are believable and include specific results. For example, "P.S. Read this testimonial: I was able to change my oil 7 [minutes](#) faster without all the mess! I would highly recommend this product to anyone! (their name) (their title or occupation)."

19 Join online [business](#) associations. Most will give you a membership graphic to put on your [web](#) site which will give your business extra credibility. When you are a member of these [associations](#), you can create profitable business relationships, find joint venture [partners](#), trade strategies and [leads](#), etc.

20 You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product. You'll just need to test each one to be sure. Test every [section](#) of your ad copy too, to increase its pulling power.

Chapter 5

21 You could add some sub-headlines in your ad copy. Sub-headlines act just like headlines; they grab the reader' s attention. They'll keep the readers interested as they continue to read your ad. They are almost like transitions or copy connectors; the sub-headlines will interest and carry the reader to the next part.

22 You could ask your readers questions throughout the ad copy. They will [answer](#) the questions in their own heads as they read your ad copy. The [questions](#) you ask should persuade the readers into buying. People have been taught to automatically answer questions in school, from their [parents](#), from friends and from authoritative [figures](#).

23 You could highlight keywords throughout your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc. You could also repeat [keywords](#) one after another. For example you could say, "This is a soft, soft, soft rug."

24 You could bullet or indent your [benefits](#) in your ad copy. Most people won't read the whole ad copy, so make your product's benefits stand out and you won't lose the sales from all the skimmers. You can also indent other things like your guarantee, postscripts, testimonials, closing, etc.

Chapter 6

25 You could change the size of your text in your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major [points](#) to be larger so they will stand out. You could also use more space in between important

parts of your ad copy to make them stand out.

26 You could raise or lower the price in your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value. Either way, you need to test which price will pull the most orders. Another idea would be to use an odd number like \$19.46 instead of \$19.99, \$19.95 or \$19.97. It makes it look like there is a specific reason you priced it like that.

27 You could add proof of results in your ad copy. You should include testimonials, endorsements and factual statistics to prove your product's claims. You should only publish statements that are believable and have specific results. For example, here is a good line from a testimonial, "I increased my sales by 678%!"

28 You could add special offers in your ad copy. It's usually easier to sell the offer than the product. You could use discounts, free bonuses, volume sales, etc. For example, you could say, "You'll get 5 bonuses when you order by Aug 24, 2002!" Another example, "Buy one, get the second one half price off."

29 You should eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read

without people pulling out a dictionary. If you need to use a [word](#) your target [audience](#) might not understand, define it or use an example to help them understand it.

30 When you ask someone to sign up to receive a freebie, don't ask for really personal [information](#). This is a fast [way](#) to lose a potential prospect. For example, if you ask them for information they want to keep personal, they might not want sign up. Another example, if you ask for too much information, they may not have the time or patience to fill it all out.

The End