

Secret Marketing Strategies: Volumes #21 - #30

by Larry Dotson

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Conclusion

Introduction:

Hello,

My name is Larry Dotson.

The following publication includes five hundred powerful marketing strategies. Do you really need to know all of these strategies to be successful? Of course not. But if there's at least a few strategies you didn't know before, just imagine how valuable they could be to your business.

The most important thing is to study each marketing strategy with an open mind. The more you understand about any strategy, the more useful and beneficial it will be. A careful reading of these strategies could really make a big difference in your profits.

Secret Marketing Strategies - Volume #21

1. The "No Skills" Strategy

The "how anyone with no (topic) skills can..." strategy tells your prospects that even they can use your product to gain their desired benefits. It also tells them that they don't need any special training or skills.

2. The "Don't Share" Strategy

The "(no.)% of all (topic) experts won't ever share this with you..." strategy tells your prospects that they are missing out on an important piece of information. They will want to buy your product in order to find out about it.

3. The "Avoid Mistakes" Strategy

The "(no.) mistakes you must avoid to..." strategy tells your prospects they must purchase your product in order to not to make

those mistakes. People don't want to make mistakes that could jeopardize their desired benefit.

4. The "A Few Minutes" Strategy

The "in the next few minutes you're going to..." strategy tells your prospects that in just a few minutes you are going to reveal a valuable piece of information or tell them how to get their desired benefits.

5. The "That's False" Strategy

The "nothing could be further from the truth..." strategy tells your prospects that whatever they heard about a certain piece of information isn't true. You could present them with some convincing evidence why your product can help.

6. The "Difference" Strategy

The "the difference between (person/business) and (no.)% of other (person/business) is..." strategy tells your prospects why you or your business is better than most of your competition. You could show them some proof which is beyond doubt why you or your business is better.

7. The "Famous People" Strategy

The "my client list includes (celebrities, experts, etc.)..." strategy tells your prospects that even the top people in your particular field purchase your product. People will think if those types of people buy,

they should too.

8. The "Fast Use" Strategy

The "the best part is (topic or product) takes minutes to implement..." strategy tells your prospects that your product won't take long to use or work. People are busy and want things to as work quickly as possible.

9. The "Begging" Strategy

The "after a lot begging I finally convinced (person) to reveal..." strategy tells your prospects that someone will give you some closely guarded information. The information can be part of your product or a bonus product.

10. The "Sneaky" Strategy

The "I'll show you a sneaky way to use..." strategy tells your prospects that your product will teach them a clever, covert way to gain their desired benefits. People like to gain an advantage to improve their lives.

11. The "Big Caution" Strategy

The "why you should never (the action)..." strategy tells your prospects that they will learn why they should use caution doing a specific task. You could also relate it to them using your competitor's product.

12. The "Repetition" Strategy

The "here's exactly what you get when you purchase..." strategy tells your prospects a brief, persuasive summary of everything you told them they would get early in your ad copy. Repeating the major benefits of your product package can increase your sales.

13. The "Price Takedown" Strategy

The "the price of (product) isn't even \$(no.) Or \$(no.). Or even \$(no.). It's only \$(no.)..." strategy tells your prospects how reasonable the original price is for your product but you just keep lowering it. People get excited when the price just keeps going down and down.

14. The "This Or This" Strategy

The "you can either do nothing and (bad result) or you could (good result)..." strategy tells your prospects purchasing your product is better than not purchasing your product. It also gives them a choice. Most people won't choose to keep doing something which makes their situation bad.

15. The "Just One" Strategy

The "just sell one of these products and you are in profit..." strategy tells your prospects that even if they purchase your whole package of products, they can make their money back by selling just one of the products. Of course you would be offering full resell rights to the products.

16. The "Stop And Start" Strategy

The "isn't it time you stopped (bad action) and started (good action)..." strategy tells your prospects that if they keep doing what they are doing, they will never get their desired benefit. It tells them they can get their desired benefit by buying your product.

17. The "Why Do That?" Strategy

The "why manually (the action) when it can be done automatically..." strategy tells your prospects that your product will make their lives easier. They will be able to gain their desired benefit with little or no effort.

18. The "Is Free Better?" Strategy

The "be forewarned there are many free (product types) out there. But you only get what you pay for..." strategy tells you prospects that they can get similar products for free but they are low quality. You are building trust by being honest and selling your product at the same time.

19. The "Powerful" Strategy

The "this simple but powerful (product type) will help you..." strategy tells your prospects that even your very basic product can be effective enough to give them the results they want. People don't want products that are hard or complicated to use.

20. The "Don't Know" Strategy

The "learn what (no.)% of all people don't know..." strategy tells your prospects that if they purchase the product, they will learn some rare information. They will gain an advantage over their peers or competitors.

21. The "No Show Off" Strategy

The "not to brag, but I..." strategy tells your prospects that you aren't bragging about the fact that you have achieved or overachieved gaining your desired benefits. You could tell them if you can do it, they could too if they just purchase your product.

22. The "Live Alone" Strategy

The "can you live with yourself if..." strategy tells your prospects to think about the future if they decided not to gain their desired benefits. Just tell them that your product can change all of that.

23. The "Can I?" Strategy

The "can you really (your product's benefit)? the answer is yes..." strategy tells your prospects a question they would likely have asked themselves or other people before. Once you tell them "yes," back it up with unquestionable proof that your product works.

24. The "I Know" Strategy

The "besides myself, I personally know dozens of people who are..." strategy tells your prospects that not only you are gaining benefits from your product but so are people you know personally. You could list a couple of those people's testimonials below that type of statement.

25. The "Learning Works" Strategy

The "after years of testing, I've learned what works and what doesn't..." strategy tells your prospects that you have finally developed a product that works. People will place a value on your time and effort.

26. The "Waste Your Time" Strategy

The "I wouldn't waste your time (gaining the benefit) unless you..." strategy tells your prospects that they would be just wasting their time trying to improve their life without your product. It's simple persuasion, people really value their time.

27. The "I'm Not Wrong" Strategy

The "now don't get me wrong, these are great products but..." strategy tells your prospects that your competition's products are good but yours is better. You need to tell them some credible facts that back up your claims.

28. The "Uncomfortable" Strategy

The "you may not be completely comfortable using my product..." strategy tells your prospects that your product is so effective that it will give them an unfair advantage. You could tell them that other people and their competitors will be angry, envious and jealous.

29. The "Fresh Brain" Strategy

The "buy now while it's still fresh in your mind, it will only take a minute..." strategy tells your prospects that if they leave now and put off purchasing your product today, they could forget. If they are going to leave because they are in a hurry or busy, they may think "well it will only take a minute."

30. The "First Place" Strategy

The "fast action bonus, the next (no.) people that order get..." strategy tells your prospects if they are one of the first to order, they will get a bonus. It creates urgency and a fun competition for being one of the first.

31. The "Two Uses" Strategy

The "use them yourself or make money selling them..." strategy tells your prospects they will have more than one use for your product. They can gain their desired benefit and make their investment back by promoting your product.

32. The "Factual People" Strategy

The "according to a recent study, it is estimated that (no.)% of

people..." strategy tells your prospects that you have actually tested and have proof for your product claims. People are usually persuaded more by facts than opinions.

33. The "Keep In Mind" Strategy

The "while reading this sales letter, please remember to..." strategy tells your prospects what to actually think about when reading and viewing your sales letter. You want to remind them to think about the benefits of your product or how it will improve their life.

34. The "Searching" Strategy

The "if you've been searching for an opportunity to (the benefit), this is exactly what you've been looking for..." strategy tells your prospects that your product will give them the benefits they have been endlessly hunting for. It usually takes people awhile to find the perfect product that actually works.

35. The "Are You Ready?" Strategy

The "are you ready to (the benefit)...? If you answered yes, then this may be the most important letter that you'll read..." strategy tells your prospects to mentally answer yes to the question and persuades them to be open to your sales letter.

36. The "Face It" Strategy

The "let's face it, the (topic) is changing all the time..." strategy tells your prospects that in order to gain or maintain their desired

benefits, they need to buy your product. Some markets and industries are constantly changing at lightning speeds, which means they need new products.

37. The "I Spent" Strategy

The "I spent \$ developing (your product) but I'm going to offer it to you for much less than that..." strategy tells your prospects that they can buy your product for a mere fraction of what it cost you to create.

38. The "You Do, I Do" Strategy

The "I want to see you succeed because when you do, I do..." strategy tells your prospects that it will help your business if they gain their desired benefits. You could get order pulling testimonials and positive word-of-mouth marketing.

39. The "Worth More" Strategy

The "these free bonuses are worth more than double your investment in (your product)..." strategy tells your prospects they are getting a great bargain. In a way, you are telling them they are actually making money by purchasing your product.

40. The "Keep It Anyway" Strategy

The "even if you ask for a refund, the bonuses are yours to keep..." strategy tells your prospects that even if they don't like your product, they will at least get some products for free. It justifies the time they

take to try out your product.

41. The "No, No, No" Strategy

The "no hidden fees, no monthly fees, no set up fees and nothing else you ever have to buy..." strategy tells your prospects that they will only have to pay a one-time fee for your product. People hate spending money on fees that they think businesses add on for no real reason.

42. The "Cost You" Strategy

The "there has been a major change of (topic) that has cost (your target audience) thousands..." strategy tells your prospects if they don't purchase your product, it could cost them a lot of money or profits. People like to avoid losing money and will see your product as the solution.

43. The "Thinking" Strategy

The "you're probably thinking that (a negative buying thought)..." strategy tells your prospects that you know they are reinforcing their buying defenses as they read your ad copy. Most people that read ads do that. They will be surprised that you know what they are thinking and listen to your offer.

44. The "Less And More" Strategy

The "you'll be spending less time on (negative actions) and more time concentrating on (positive actions/benefits)..." strategy tells

your prospects that your product will not only save them time but also save time from frustrating tasks or feelings.

45. The "Everyone Buys" Strategy

The "I wanted to make sure that it would be available to everyone at a very affordable price..." strategy tells your prospects that even they can afford your product. If they can't, they may find a way to purchase it anyway to be on the same level as everyone else.

46. The "Total It Up" Strategy

The "see the retail value of each product - see the package is worth at least \$(no.)..." strategy tells your prospects the value of each product and shows them the total value. You could use a professional price chart table on your web site.

47. The "What's The Catch?" Strategy

The "so what's the catch? Why am I almost giving this product away?..." strategy tells your prospects why your product price is so low. Sometimes people think low priced products are junk so you need to give them a believable reason why your price is so low.

48. The "Don't Wait" Strategy

The "don't wait another second as I may just pull the bonuses (worth \$) at any time..." strategy tells your prospects that they may miss out on the free bonuses if they don't order now. It will be hard for people to walk away without ordering if they really like your bonuses.

49. The "Compatible" Strategy

The "it's 100% compatible and flexible..." strategy tells your prospects that your product is compatible with other targeted things that they own. It also tells them that they will have control over how they use the product.

50. The "Yes, I Agree" Strategy

The "Yes! I am taking advantage of this special introductory offer..." strategy tells your prospects to agree to ordering your product and that your low price or special offer is only good for a short time at the beginning of your product launch.

Secret Marketing Strategies - Volume #22

1. The "Problem, Solution" Strategy

The "you have a problem and I have the solution for pennies on the dollar..." strategy tells your prospects that when they purchase your product, they are just actually bartering a small amount of money for the solution to their problem. It makes it seem like a simple win/win trade.

2. The "Customer Letter" Strategy

The "I've just received an letter from a customer telling me..." strategy tells your prospects that one of your customers has

contacted you and told you how well your product works. You could publish their whole letter as proof. But get permission first.

3. The "Hard Thoughts" Strategy

The "it's not as hard as you may think once you..." strategy tells your prospects that it won't be as difficult as they think for them to gain their desired benefits using your product. People like things to be as easy as possible to improve their life.

4. The "Stop Messing Around" Strategy

The "are you ready to stop messing around with those get rich quick schemes..." strategy tells your prospects that your moneymaking product isn't some get rich quick scheme. You could show them screenshots of your income accounts, provide testimonials and offer a money-back guarantee.

5. The "No Competition" Strategy

The "there is little or no competition to deal with..." strategy tells your prospects that if they buy your money making product or resell the product, there isn't a lot of competition. You could have a limit placed on how many you will sell so the market doesn't get saturated.

6. The "No.1 Seller" Strategy

The "it's the absolute #1 best selling product on..." strategy tells your prospects that your product must be good if it's a best seller. You

just need to tell them a reputable, recognizable place where it can be found as a best seller.

7. The "Shock And Surprise" Strategy

The "shocking ways that will show you, step-by-step how to..." strategy tells your prospects that your product will give them advice that will show them how to gain their desired benefit. It also tells them the advice will surprise them and they will think they've never heard it before.

8. The "Professional Help" Strategy

The "I have hired a professional (occupation) to (action) my product..." strategy tells your prospects that you employ people that are highly qualified to make your product better. It will increase the perceived value of your product.

9. The "That's Not All" Strategy

The "but wait! That's not all, there is a whole lot more..." strategy tells your prospects that even after your huge list of product benefits, there is still more stuff in store for them. It could be bonuses, discounts or even more benefits.

10. The "Percent Of Failures" Strategy

The "(no.)% of all people who (the action) won't (the benefit)..." strategy tells your prospects that a large percentage of people will never get their desired benefit. You can tell them your product will

help improve their odds.

11. The "Sound Familiar?" Strategy

The "(your prospects' problems) and if any of this is starting to sound familiar, then you really do need to..." strategy tells your prospects the problems they are likely having trying to get their desired benefit. They will know you're right and become interested in your product as a solution.

12. The "Excuse Me" Strategy

The "excuse me for being blunt, but I'm going to tell you like it really is..." strategy tells your prospects you are going to be straight up with them about how they can gain their desired benefit. Sometimes people respond better to direct communications and authority.

13. The "Not Your Fault" Strategy

The "it's not your fault because you are being misinformed about..." strategy tells your prospects they shouldn't blame themselves that they can't improve their life. People will realize that they are being given the wrong advice from your competition. They will also like your sympathy and that you aren't blaming them.

14. The "Recipe" Strategy

The "I'm going to give you the exact recipe to..." strategy tells your prospects that they will get step-by-step instructions and all the ingredients for gaining their desired benefit. People like to follow

precise instructions so they get it right.

15. The "Anywhere Else" Strategy

The "you won't find these benefits anywhere else because..." strategy tells your prospects they might as well buy your product if they want those specific benefits. People will realize no other business or product offers them.

16. The "Newbie" Strategy

The "it doesn't matter if you're a beginner, novice or newbie, you can..." strategy tells your prospects they don't need to be an expert or have special skills to use your product. People don't want to pay for special training in order to get the benefits from your product.

17. The "No Exceptions" Strategy

The "sorry there are no exceptions! Once this sale ends, this page will be removed..." strategy tells your prospects that they won't be able to get your product or your special price when the sale ends. Sometimes people assume you will give in and give them product anyway, even if the sale ends.

18. The "Donation" Strategy

The "keep in mind that (no.)% percent of your purchase will go directly towards (a charity of your choice)..." strategy tells your prospects that if they order your product, they will also be helping out some people that are in need. Most people like helping out

people that are less fortunate than themselves.

19. The "Buy More Spend Less" Strategy

The "if you purchased these products separately, you would spend \$(no.), but you can get them all now for only \$(no.)..." strategy tells your prospects that it would be wise if they buy your whole product package than all the products separately as it will save them money.

20. The "In Your Shoes" Strategy

The "I know what it's like to be in such a situation where you are..." strategy tells your prospects that you have been in their shoes. People will like the fact that you know exactly how they feel and may buy your product because of it.

21. The "Sick And Tired" Strategy

The "you're so sick and tired of going around in circles..." strategy tells your prospects that you know they are going from one product to another trying to gain their desired benefit. You just need to persuade them that your product will break that cycle and they will finally be satisfied.

22. The "Winners From Losers" Strategy

The "(your product name) separates the winners from the losers..." strategy tells your prospects that your product will make them a winner. People like to win things, especially their desired benefits. People don't like to be labeled or seen as losers in any way.

23. The "Dispel Myths" Strategy

The "I would like to dispel some of the myths about..." strategy tells your prospects that they're likely believe information that isn't true. People will likely be relieved after finding out that some of the information is false and your product can help them.

24. The "Subconscious Yes" Strategy

The "are you finally sick and tired of being (problem)..." strategy tells your prospects to subconsciously answer the question. Of course they will usually say yes in their mind. Getting your prospects in a yes set is one of the best ways to secure a sale.

25. The "Have Problems?" Strategy

The "you absolutely must purchase this product if you're (a list of problems)..." strategy tells your prospects all their likely problems. You need to tell them how your product will solve each of those problems. People like to know exactly how your product will settle each of their individual problems.

26. The "Reverse Benefits" Strategy

The "you shouldn't purchase this product if you don't want (a list of benefits)..." strategy tells your prospects the benefits of your product. People will have to disagree with the statement and purchase it because they'd likely want those benefits.

27. The "Everything You Need" Strategy

The "get everything you'll need to know when it comes to..." strategy tells your prospects that your product will give them all the information they will need in order to get their desired benefits. People don't want to buy a ton of products in order to accomplish one goal.

28. The "Don't Have Room" Strategy

The "there are way too many benefits to list on this page..." strategy tells your prospects that you haven't even listed all the benefits of your product. It will be a mystery as to which ones aren't listed. It will make people buy just to see the rest of the benefits.

29. The "Most Charge" Strategy

The "as you know, most businesses charge hundreds of dollars for (the benefit) but what if you don't have that kind of money..." strategy tells your prospects they can still gain their desired benefit even if they couldn't afford it before.

30. The "Regardless Of" Strategy

The "regardless of your age, sex or social background..." strategy tells your prospects it doesn't matter how old they are, if they are a man or woman or where they're from, they can improve their life with your product.

31. The "Don't Know About You" Strategy

The "I don't know about you but I'm always trying to improve my life..." strategy tells your prospects that you're improving your life and they should too with your product. They may want to model you by purchasing your product and making their life better.

32. The "Only For You" Strategy

The "for my prospects only, this offer is only for you, don't share it with others..." strategy tells your prospects that they are a privileged group of people. It tells them you care about their business. They will like the fact that your special price, bonus or offer is only for them.

33. The "From - To" Strategy

The "how (person's name) went from (problem) to (benefit) in only (time it took)..." strategy tells your prospects that you are going to tell them a real life story about yourself or one of your customers. People like reality T.V. shows and that holds true with real life stories too.

34. The "Down To Earth" Strategy

The "despite my success, I'm one of the most grounded, down to earth people you'll meet..." strategy tells your prospects that you don't have a big head like some successful business people have. People like to buy things from people that don't look down on them.

35. The "Who Else Wants" Strategy

The "who else wants to (your product's benefit)..." strategy tells your prospects that other people have already had good results with your product. They will want to follow in those people's footsteps.

36. The "Pass You By" Strategy

The "please don't let this amazing deal pass you by..." strategy tells your prospects that if they don't buy now, they may miss out or have to pay a higher price later on. Most people have experienced passing on an opportunity then later changing their mind and finding out it's been discontinued or priced higher than before.

37. The "Coded" Strategy

The "I've finally cracked the code too easily..." strategy tells your prospects that you have figured out how to gain a benefit that they have been searching for. Your product will be saving them time and money because they won't be trying out other products that don't work.

38. The "Personal Calls" Strategy

The "if you think I'm making this up call me personally at home..." strategy tells your prospects that you have to be telling the truth about your product or you wouldn't be giving your personal phone number out.

39. The "Forget Everything" Strategy

The "forget about everything you've ever learned about..." strategy tells your prospects that everything they have learned about gaining their desired benefit is dead wrong. You just need to show them undeniable proof why what they've learned before doesn't matter any more.

40. The "It Isn't" Strategy

The "I want to take this time to let you know what (your product name) is not..." strategy tells your prospects a list of negative things that your product isn't related to. This can really counter some people's product stereotypes. For instance, what comes to your mind when you see a product that has "MLM" in the ad?

41. The "Remove Distractions" Strategy

The "send the kids out to play, turn off the T.V., unplug the phone and shut the door..." strategy tells your prospects that they need to remove all their distractions so you can tell them about your incredible product. People will think it must be good if you're giving them tasks even before they read your offer.

42. The "Years Ago" Strategy

The "I've been (experience that relates to your product) since (year)..." strategy tells your prospects that (if you've done it for a long time) you have a lot of experience helping people gain their desired benefit. They will trust you instead of someone that has less experience.

43. The "Shockwave" Strategy

The "(your product name) is sending shockwaves through the whole (your niche) community..." strategy tells your prospects that your product is getting a lot of publicity and attention from its marketplace. You could mention things like your competition is stunned you released it, all the big name gurus are promoting it, you are getting asked to do interviews, etc.

44. The "Secret Weapon" Strategy

The "do you ever wonder how other people are (your product's benefit) and you're not..." strategy tells your prospects that these people's secret weapon is using your product. Your prospects will want to have the same advantage as they do.

45. The "Sound Impossible?" Strategy

The "how would you like (the benefit) without (a negative task), sound impossible?..." strategy tells your prospects they can benefit and remove an unusual, unwanted action that usually goes along with your competition's product.

46. The "Loyalty" Strategy

The "you'll get a loyalty bonus for those customers that..." strategy tells your prospects that if they purchase your product and make another purchase in the future, they will get another additional bonus. It could be to stay a paid member for so long, upgrade their product during a certain length of time, buy your back-end product, etc.

47. The "Know The Best" Strategy

The "most successful (type of people or professionals) know that the best way to (the benefit) is to..." strategy tells your prospects that almost everyone else already knows that the best way to gain the desired benefit is to own your product.

48. The "Unbelievable Honesty" Strategy

The "I know it sounds too good to be true but you are going to have to trust me on this..." strategy tells your prospects what they are likely thinking if your offer sounds unbelievable. You need to tell them why you are honest and they should believe you.

49. The "No Regret" Strategy

The "I promise you won't regret it, you have my word on it..." strategy tells your prospects that you promise that your product will deliver their desired benefits. If they already trust you, they will believe your word.

50. The "Refund Exposure" Strategy

The "can you guess how many of my customers have asked for a refund? (a low number) out of (a high number)..." strategy tells your prospects that your product must work. They will see that very few people (if any) have asked for a refund.

Secret Marketing Strategies - Volume #23

1. The "No Need" Strategy

The "there is no need to (negative task) by yourself..." strategy tells your prospects that your product will eliminate the negative task in their life. Your prospects won't have to be alone, they will have your product by their side.

2. The "Enough Time" Strategy

The "don't have enough time? Nobody really does! I don't..." strategy tells your prospects that almost no one, not even yourself, has enough time to gain all their desired benefits. Tell them it takes less than (no.) seconds, minutes, hours, days, etc., of their time to reach their goal with your product.

3. The "Cost Of No" Strategy

The "think it costs too much? What is the cost of not..." strategy tells your prospects that your price may be high but the cost of not gaining their desired benefit could cost them way more. Mention that not buying your product could cost them more money, time, embarrassment, etc.

4. The "If Yes" Strategy

The "if you answered yes to any of these questions, then..." strategy gives your prospects a list of questions that will help convince them that they need to purchase your product. You just need to make sure

that a majority of your prospects will mentally answer yes to them as they are reading your ad.

5. The "If No" Strategy

The "if you answered no to any of these questions, then..." strategy gives your prospects a list of questions that could persuade them to buy your product. You just need to make sure that a majority of your prospects will mentally answer no to them as they are reading your ad.

6. The "Still There?" Strategy

The "are you still reading? Good! Then you already know that..." strategy tells your prospects that it sounds like you are virtually right there checking on them, like in a real store. You are also reminding them about a benefit you mentioned earlier and are reinforcing it once again.

7. The "You Are Special" Strategy

The "we'll be launching in a week. But because you're a (special group) we'll let you buy now for (discount price)..." strategy tells your prospects you'll allow them to buy your product during the pre-launch and give them a discount on top of that. The special group of people could be your visitors, current customers, a membership site you belong to, etc.

8. The "Group Bonuses" Strategy

The "for every (no.) people that buy I'll add (no.)(extra products)..." strategy tells your prospects the more people that order your product the more money you will make and you'll be able to give them a bigger product package. They may also want to join your affiliate program to help you get more orders so they get more stuff. For example, for every 100 people that buy, I'll add an extra bonus ebook. It shows you are always reinvesting in your business for your customers benefit.

9. The "Piece Of The Pie" Strategy

The "it makes me an additional (\$ per month, imagine if you could only make a fourth of that..." technique tells your prospects how much income your product helps make you a month. If it's a large amount, most newbies would be happy just to make a small fraction of your income. They'll think: 'if he/she can make that much, I could at least make a fourth of that.'

10. The "No Pressure" Strategy

The "it is totally up to you, whatever you decide is fine with me..." strategy tells your prospects that you aren't pressuring them into ordering your product. You'll be just fine if they decide not to buy. Many people respond better to non-forceful tactics because they can evaluate all the benefits.

11. The "Better Results" Strategy

The "warning - your results may be better (some people already have achieved (\$)), the same or worse than mine..." strategy tells your prospects it's possible that they can get better results than you. You can even tell them people already have and you could give them

some testimonials to read. The word "warning" usually grabs people's attention too.

12. The "Work Is Done" Strategy

The "I've done the hard work for you - all you have to do is order..." strategy tells your prospects that they have the easiest part of the whole deal. You could list all the hard work you've done to develop the product. It will add to the value of it.

13. The "Unordinary" Strategy

The "important - this is not just another (type of product). We guarantee it will..." strategy tells your prospects that your product isn't like all the others out there in the world. You actually guarantee a certain benefit that your competition doesn't. The word "important" usually makes people stop and take notice.

14. The "Expert Contributions" Strategy

The "(no.) top (type of professionals) have contributed to my product..." strategy tells your prospects that a lot of experts and gurus have helped to develop your product. People will think your product has got to work. You could even list them in your ad. Your prospects may recognize and trust them too.

15. The "No Friends" Strategy

The "don't buy this if you can't handle losing a few friends..." strategy tells your prospects that some of their friends could become

jealous of the benefits they will see you getting from your product. People will think your product must be effective if you are telling them information like that.

16. The "Ton Of Research" Strategy

The "I've read over (no.) (subject) books and I'll give you the only 7 tips you need to (the benefit)..." strategy tells your prospects you've done a ton of research that could take them years to do. You narrowed down the 7 most important things they need to know about gaining their desired benefit.

17. The "Selling A Ton" Strategy

The "I'm selling (hundreds or thousands) of these (type of products) a (day, week, month, etc)..." strategy tells your prospects that tons of people are buying your product in a short amount of time. They won't want to wait to order so they can see what all the fuss is about.

18. The "Never Before" Strategy

The "never before revealed to the general public..." strategy tells your prospects that your product has only been revealed behind close doors. It could have been behind the scenes at a seminar with only the attendees, at your place of business with some close associates, at an exclusive workshop with some paid students, etc.

19. The "B.S." Strategy

The "I'll cut through the B.S. and tell you..." strategy tells your prospects that if they purchase your product, you'll disprove the misinformation that they have been exposed to. People will want to learn what's really the truth and what are the facts.

20. The "Works Everytime" Strategy

The "this will work regardless of your..." strategy tells your prospects that your product will give them their desired benefits no matter what negative situation they may be in. It could be low income, bad health, handicaps, mental stability, etc.

21. The "Legal Ramifications" Strategy

The "you can't share this information with anyone, in fact you must sign a non-disclosure agreement..." strategy tells your prospects that your product must be the real deal. Using strict warnings and legal ramifications will up the perceived value of your product.

22. The "Eyes Wide Open" Strategy

The "will open your eyes to what is possible..." strategy tells your prospects that they are really limiting their lifestyle and dreams by not purchasing your product. They will want to find out what they are missing out on.

23. The "Unbelievable Guarantee" Strategy

The "I can't think of another business that would dare make a guarantee like this one..." technique tells your prospects that you're

very confident in your product. People are attracted or drawn to people or businesses that are confident. You must have a really good guarantee to pull this off though.

24. The "Product After Product" Strategy

The "here's why (your product name) will work for you, even if you've tried product after product..." strategy tells your prospects the reason why your product will work and your competitor's wouldn't. Most people try many of the same types of products only to be disappointed.

25. The "Right Way, Wrong Way" Strategy

The "there's a right way and a wrong way to (your product's benefit)..." strategy tells your prospects that they've been failing to improve their situation because of using the wrong product. Of course you will need to tell them a convincing reason why your product is the right one.

26. The "Took Me Years" Strategy

The "it's taken me years to reveal these secrets but there are only (no.) copies available..." technique tells your prospects that you really didn't want to expose your product to the world or your competitors. You are justifying this by only offering a limited number of products.

27. The "Read This Far" Strategy

The "the fact that you have read this far means you really want to

improve..." strategy tells your prospects that you know they must really need your help and want to reach their goals. You just need to reinforce them with more proof that your product will do just that.

28. The "One On One" Strategy

The "you'll get one-on-one attention..." strategy tells your prospects that each individual customer is important to you. They'll finally get the intimate personal help, guidance and attention they'll need to succeed.

29. The "Before, After" Strategy

The "see the before and after results of..." strategy tells and shows your prospects just how much your product can help them gain their desired benefit. Your presentation could in the form of pictures, screenshots, graphs, pie charts, etc. It's really a good way to persuade people to buy without words.

30. The "Tiny Change" Strategy

The "suppose you could make one tiny change to your..." strategy tells your prospects that your product will give them a slightly different way to make their current situation even better. Many people don't like to dramatically change their habits all at once. Most can handle a slight change.

31. The "Delayed Update" Strategy

The "(the date, the day before), (time)(a.m or p.m.) - only (no.)

copies left..." strategy tells your prospects that the day before today there were only so many copies of your product left. This will make your prospects want to order right away because they aren't exactly sure how many are left since the last update was the day before.

32. The "Same Future" Strategy

The "imagine if you continue to (the benefit) the way you do today..." strategy tells your prospects to picture how bad their future could be if they continue to use your competitor's product. It will persuade people to purchase your product because it is designed with the future in mind.

33. The "Time And Money" Strategy

The "on your own, it could take you years and cost you a fortune to figure out how to..." technique tells your prospects that they will be wasting time and money trying to gain their desired benefit without using your product. You just need to tell them how your product will eliminate or lessen those negative effects.

34. The "Other People's Word" Strategy

The "but don't take my word for it, here's what people from all over the world are saying..." technique tells your prospects that they don't need to believe your claims, just believe your satisfied customers. People will want to buy your product and model themselves after your customers.

35. The "Conservative Bonus" Strategy

The "I know you are a bit on the conservative side so you'll also get..." strategy tells your prospects you are prepared for them to be people who don't take a buying risk very often. You just need to throw in a nice bonus that will get them to gamble on your product.

36. The "First Installment" Strategy

The "you only pay (\$) for your first installment and I'll collect the rest in the next (no.) months..." strategy tells your prospects they can own your product for a small upfront price and pay the rest later on. This will attract people that have tight budgets to buy.

37. The "Worth More Than" Strategy

The "these (no.) free gifts are worth more than (no.) times your total investment..." strategy tells your prospects the bonuses alone are worth more than what they are paying for your product. You could even allow them to sell the bonus products to make their money back or even make a profit.

38. The "Pages Of Customers" Strategy

The "if you're still not convinced, just click here to view my (no.) pages full of testimonials..." strategy tells your prospects that you have a ton of satisfied customers. Most ads only have 3 to 10 testimonials so people are used to that and overlook them.

39. The "Secret Advantage" Strategy

The "this is the secret tool that (experts, major companies, celebrities, etc.) use to (benefit)..." strategy tells your prospects how some famous people gain their benefits that your prospects wish they could have too. Since they couldn't figure it out before then they know your product must have been their secret.

40. The "JV" Strategy

The "become my joint venture partner and earn (\$) per sale..." strategy tells your prospects that you want to help them earn money, which most people need. You just tell them that your product is for sale after they sign up to your affiliate program. They won't hesitate to purchase your product as much because as they will be promoting the product, they'll think they might as well buy it too.

41. The "Be The First" Strategy

The "don't let your competition get this (your product) first..." strategy tells your prospects that they better order now or their competition could beat them to the punch. People don't even need to have a business to have competition. For example, people want to be smarter than other people in school or at work.

42. The "Find Out" Strategy

The "here is your only chance to find out for yourself that..." strategy tells your prospects that they will only have one chance to gain their desired benefit. Plus, you are making it their decision to purchase instead of yours. You are letting them find out for themselves.

43. The "Affiliate Discount" Strategy

The "order through your own affiliate link to get half off..." strategy tells your prospects that if they join your free affiliate program, they can get a discount on your product and make a commission at the same time. They might make more money in the long run if they promote your product to their customers or friends.

44. The "A Few Catches" Strategy

The "there are a few catches though..." strategy tells your prospects that there are some catches for your product offer. This grabs people's attention because they want to know what they are before they order. You just need to turn your catches into a reason to buy. For example, 'this offer is only good for the next 97 people that order.'

45. The "Keep Me Updated" Strategy

The "don't forget to contact me and tell me about your great results..." strategy tells your prospects that you want them to contact you after they order your product and tell you about the benefit they've received. It makes it sound like there is no way your product could fail to deliver the results they want.

46. The "Home Sweet Home" Strategy

The "you can do it now in the comfort of your own home..." strategy tells your prospects they won't have to go out of their way or make a trip somewhere in order to gain their desired benefit. People will like the convenience and flexibility your product will give them.

47. The "Permission" Strategy

The "with your permission I want to rush you a free copy of..." strategy tells your prospects that you are polite and not a pushy salesman. Plus you are going to give them something free in a hurry before they even buy.

48. The "Stop And Ask" Strategy

The "stop and ask yourself this question, How much would your life improve if (your product's benefit)?..." strategy tells your prospects to actually talk themselves into ordering your product. You are also grabbing their attention with the word 'stop'.

49. The "Coming Up" Strategy

The "in the coming paragraphs, I'm about to show you (a way to get their benefit)..." strategy tells your prospects just to read a little more and you'll show them how to reach their targeted goal. People will easily take the time to read a few paragraphs rather than a full page sales letter. But if those few paragraphs get them interested they may read the rest of your sales letter.

50. The "Best Part" Strategy

The "and here is the absolutely best part..." strategy tells your prospects that you are going to reveal the major benefit of your product or sales offer. If you've already revealed a few of your benefits and they are still reading, your big benefit will shift their interest into overdrive.

Secret Marketing Strategies - Volume #24

1. The "Read The Ending" Strategy

The "be sure to read this to the very end, because I've got a very special exclusive bonus for you..." strategy tells your prospects they'd better view the whole sales letter or else they'll just scan it to see what that bonus is. When you use an exclusive bonus it means they are in a privileged group of people and no one else outside the targeted group will ever get it.

2. The "Believe The Proof" Strategy

The "you may find my offer hard to believe but let me prove it to you..." strategy tells your prospects that you know they likely don't trust you yet. By letting them know this, you've already started to change their mind. All you have to do is prove your offer is for real.

3. The "Quick And Easy" Strategy

The "there is a quicker and easier way to (your products benefit)..." strategy tells your prospects that they can save a lot of time and effort if they replace your competition's product with your business's product.

4. The "Only One Needed" Strategy

The "there is no (other product) necessary to (your product's

benefit)..." strategy tells your prospects they don't have to purchase another product to go along with your product to gain their desired benefit. It will show them they can save money and improve their life.

5. The "Sounds Like A Scam" Strategy

The "I know I'm hyping up my product or even sounding like a scam artist but..." strategy tells your prospects the reason why you are hyping your product up. Your prospects will instantly drop their guard though if you give them a valid reason.

6. The "No Hype" Strategy

The "I'm not going to give you a bunch of B.S. and say I..." strategy tells your prospects that you're not going to overexaggerate the results you got with your own product. Your prospects will see that you are being honest with them.

7. The "No Worry" Strategy

The "imagine never having to worry again about (their bad problem)..." strategy tells your prospects to think about how relaxed and fun the future could be if they purchase your product. Most people want to get rid of stress, anxiety and mental burdens that don't allow them to enjoy life.

8. The "Around The Clock" Strategy

The "it works around the clock while you are sleeping, eating,

working and playing..." strategy tells your prospects they can use your product and forget about it. Most people like products that won't affect their schedule or lifestyle. They won't have to worry about them wearing out or reusing them right away.

9. The "May Or May Not" Strategy

The "you may or may not believe me, but what if I'm right..." strategy tells your prospects that if they don't purchase your product and you are right, they may never gain their desired benefit. They may envy the people that did believe your product claims.

10. The "Until You Read" Strategy

The "don't even think about (the benefit or action) until you read this..." strategy tells your prospects they better read your sales letter or report before they buy your competition's product. People will want to make sure they aren't making a mistake.

11. The "Necessary Steps" Strategy

The "are you willing to take the necessary steps to (the benefit)..." strategy tells your prospects they have to be dedicated in order to gain their desired benefit. People will finally realize they have to be prepared after failing so many times.

12. The "We Are Sick Too" Strategy

The "are you sick and tired of all the unbelievable claims? We are too..." strategy tells your prospects you are fed up with your

competition's hype and never delivering on their promises. Your prospects likely are too and like people they have something in common with.

13. The "No Disappointment" Strategy

The "go ahead and scroll down further, you won't be disappointed..." strategy tells your prospects that you won't waste their time. They will want to see what else you will be offering before they make their decision.

14. The "Success Story" Strategy

The "I want your success story so I can publish it on my web site..." strategy tells your prospects that your product really works if you want their success story. They will be able to become famous and maybe even get a little free publicity for their own web site.

15. The "Important Letter" Strategy

The "this is going to be the most important letter you will ever read..." strategy tells your prospects to subconsciously compare past important letters they've read. If those were really important, they will be very interested in seeing how yours compares.

16. The "Lifetime Freebie" Strategy

The "I'm only giving the next (no.) people free lifetime updates for no additional cost..." strategy tells your prospects if they order right away they will get free upgrades for life. It creates urgency and gives

them a free bonus at the same time.

17. The "The Sooner, The Sooner" Strategy

The "the sooner you purchase (your product name), the sooner you can start (your product's benefit)..." strategy tells your prospects the longer they wait to order, the longer they will have to live without their desired benefit.

18. The "Anytime" Strategy

The "order now, it doesn't matter if it is (no.) o'clock in the morning..." strategy tells your prospects that you have a 24 hour ordering staff or your business is automated. This looks very professional.

19. The "Excuse Elimination" Strategy

The "you have a money-back guarantee so all the risk is on me..." strategy tells your prospects that you have virtually eliminated their excuses for not ordering. People like it when you have the risk and they don't.

20. The "No Where Else" Strategy

The "it's unlike anything you may have seen before..." strategy tells your prospects that they can't find your product's benefits anywhere else. People get bored with the same old products and seek a breath of fresh air once in a while.

21. The "Keep It Anyway" Strategy

The "if you don't (your product's benefit), you can keep my product for free..." strategy tells your prospects that you will be losing money if your product doesn't do what you say it does. People know you're not in business to lose money.

22. The "Worldwide" Strategy

The "it's a great feeling to improve people's lives from all over the world...." strategy tells your prospects it doesn't matter where they live, they still can order your product. Plus, it tells them that you like to make your customers happy.

23. The "Crazy And Stupid" Strategy

The "my friends and family think I'm crazy and stupid for offering this product at such a low price..." strategy tells your prospects that people in your life consider your product to be far more valuable than what you charge for it.

24. The "Experts Buy Too" Strategy

The "I worked directly with (no.) (expert type people)..." strategy tells your prospects that even professionals buy your product. People will think experts won't purchase a product that doesn't work.

25. The "Don't Know Me?" Strategy

The "I realize that you may not know me personally, but look at what people that know me say..." technique tells your prospects that if they knew you personally this is what they would think. You could give them a big list of personal testimonials.

26. The "Simple Is Good" Strategy

The "but don't let the simplicity of (your product name) deceive you, it's..." strategy tells your prospects just because your product is simple and easy to use doesn't mean it won't give them their desired benefit. People sometimes think it should be hard to use in order to improve their life.

27. The "Multiple Levels" Strategy

The "there are (no.) versions you can choose from..." strategy tells your prospects that they can pick a version of your product based on their situation. Each version could vary in price, experience, bonuses, etc. You could label the different versions of your product as: basic, deluxe, gold, silver, bronze, etc.

28. The "FAQ" Strategy

The "if you still aren't sure please read our Frequently Asked Questions..." strategy tells your prospects that you may be able to answer one of their buying questions without them taking the time to contact you. It will also save your business time and money having a FAQ page.

29. The "Pleading Insanity" Strategy

The "yes, I know I would have to be crazy to pass this up..." strategy tells your prospects they would be considered insane if they didn't order your product. Most people don't want to be labeled crazy or insane. You are also making them convince themselves to purchase.

30. The "I Can Do This" Strategy

The "I wish I could claim credit for (your product's name) but since I can't, I still can give you a discount..." strategy tells your prospects that someone else created your product. This tells your prospects that you are modest and people sometimes like that.

31. The "Professional Callout" Strategy

The "attention: (expert title, occupational title, job title or type of person title)..." technique tells your prospects that you are talking to a group of people they belong to. They will feel special that you recognize their targeted needs. For example, you could list something like: 'Attention: Doctors, Nurses and Therapists...'

32. The "Be Yourself" Strategy

The "you don't have to be some (higher authority type of person) to..." strategy tells your prospects that they don't need a special education, skills, background, training, etc. in order to gain their desired benefits with your product.

33. The "Volunteers Only" Strategy

The "just read these spectacular, unsolicited testimonials..." strategy tells your prospects that you didn't seek out or ask people to review your product. These people actually volunteered their testimonials because they were so satisfied with your product.

34. The "Level Playing Field" Strategy

The "I'm not some hot shot expert or some famous celebrity..." strategy tells your prospects that you are on their level and if you can do it, they can too. Sometimes people don't buy because they are jealous or envious of your success.

35. The "Age Don't Matter" Strategy

The "how a (no.) old (man/woman/boy/girl) (your product's benefit)..." strategy tells your prospects that they can gain their desired benefit no matter what age they are. They'll assume if someone else around their same age did it, they can too.

36. The "Living Proof" Strategy

The "I'm living proof that anyone can..." strategy tells your prospects that you had a lot of limitations in life trying to gain your desired benefit. People will think if you can do it with all those hard obstacles, they can too.

37. The "Wrong Product" Strategy

The "you need the right attitude and mindset but, most importantly,

the right product to..." technique tells your prospects maybe the only reason they failed before was because of the wrong product. They will think maybe yours is the right one since it's likely they already have a good attitude and mindset to change their life.

38. The "It's Really Different" Strategy

The "let me tell you exactly why my product is different than my competition's..." strategy tells your prospects why your competition's product doesn't work and yours does. You could even give them some detailed case studies.

39. The "Break It Down" Strategy

The "here is a breakdown of everything you'll get..." strategy tells your prospects a simple, quick list of everything they will receive with their purchase. Sometimes people don't want to read a whole sales letter and just read the brief summary.

40. The "Dream Value" Strategy

The "aren't living your dreams worth (\$)..." strategy tells your prospects that their dreams can become reality if they only invest a little money. Many people think that any amount of money is a small price to pay to make their wishes come true.

41. The "Sold Out" Strategy

The "hurry, my last product launch sold out in only (no.) hours..." strategy tells your prospects that you are very good at selling and

marketing your products. They will want to order right away in case this one sells out fast.

42. The "Nosy Neighbors" Strategy

The "your nosy neighbors will be so jealous because..." strategy tells your prospects that most people have nosy neighbors. They will be interested in your offer if they do or have had them in the past. Your product will give them benefits that their neighbors may not have.

43. The "Got Excitement?" Strategy

The "are you ready for some excitement?..." strategy tells your prospects that reading your sales letter or ordering your product could add some excitement to their life. Most people wish their lives were more exciting. Many people nowadays work longer hours, take care of their families, run countless errands, etc.

44. The "Strong And Weak" Strategy

The "do you want to (your product's major benefit) or do you just (another weaker benefit)..." technique tells your prospects that they have a choice. They will understand that whichever way they choose, your product will help them.

45. The "I Have Competition" Strategy

The "there are hundreds of web sites that promise to (your product's benefit)..." strategy tells your prospects they have a lot of places to gain their desired benefit. It shows them that you are not scared of

your competition. They will feel like you must be better than them.

46. The "Disappointed Yes" Strategy

The "have you ever been disappointed at (not getting a certain benefit)..." strategy tells your prospects to think if they have ever been disappointed and most of the time they will mentally say 'yes'. This will lead them into your sales pitch and show them a way to never be disappointed again. Most people want to avoid that kind of negative emotion.

47. The "Shortcut" Strategy

The "you can only get these surprisingly fast shortcuts from us..." strategy tells your prospects that your product will give them a quick, sneaky way to improve their life. People will pay for shortcuts that other businesses don't offer.

48. The "Total Disorder" Strategy

The "do you feel like your life is in disorder..." strategy tells your prospects that you know how their life feels without their desired benefit. When people go without reaching their goals, it can negatively affect the rest of their unrelated situations. It can worsen their relationships, health, career, business, etc.

49. The "Don't Be Fooled" Strategy

The "don't be fooled by gigantic multi-million dollar corporations that..." strategy tells your prospects that you're not some big

enterprise that's only worried about their profits and bottom line. Most people have been tricked at least once, buying a useless product from a highly trained sales executive.

50. The "Lame Reasons" Strategy

The "just read this list of these crazy excuses why some people won't try to gain (your product's benefit)..." strategy tells your prospects the lame reasons why some people go through life without being satisfied. You can even offer a motivating response under each reason to persuade them to buy.

Secret Marketing Strategies - Volume #25

1. The "Small Chance" Strategy

The "(no.) visitors will see this ad and (no.) will be able to purchase (your product's name)..." strategy tells your prospects that out of a large amount of people, very few will have a chance to gain their desired benefit. By limiting your product quantity you are increasing the urgency to buy.

2. The "Secret Wish" Strategy

The "have you ever secretly wished you could..." strategy tells your prospects that your product will give them a desired benefit that they have never told anyone else about before. Many people purchase products that they don't want their friends, family or competition to know about.

3. The "Psychic" Strategy

The "we know you want to be able to (a benefit of your product)..." strategy tells your prospects something that you already know about them, even though they haven't met you before. People will see you've done your research and know you'll be able to help them.

4. The "News Flash" Strategy

The "have I got good news for you..." strategy tells your prospects that they are about to be updated about some new information and they will take notice. Why do you think news shows and programs are so popular? Your news could be about how your product can help them improve their life.

5. The "Give A Gift" Strategy

The "buy one get one free, you could give one to a friend or family member..." strategy tells your prospects that they can make one of their loved ones happy by purchasing your product. People like to give gifts to the people they are close to so as to show them how much they care about them.

6. The "Two Benefits In One" Strategy

The "benefit and make money at the same time..." strategy tells your prospects that if they purchase your product, they will gain their desired benefits and be able to promote your product and gain an income. You could offer an affiliate program or resell rights.

7. The "Hold My Hand" Strategy

The "let me take you by the hand and show you how I..." strategy tells your prospects that you will give them personal, step-by-step information about how you use your product to gain the desired benefit they crave. People will want clear, easy and effortless instructions on how to duplicate your success.

8. The "All About You" Strategy

The "it's not about me profiting, it's about helping you (your product's benefit)..." strategy tells your prospects you care more about them than about yourself or your business. You can prove this by offering them a money-back guarantee or giving them a free trial.

9. The "Free Commitment" Strategy

The "grab your (first benefit) for free just for signing up to receive..." strategy tells your prospects that you will give them the first product from your package of products for no cost. You just need to have them commit to buying the rest of your package later. This tactic would work well for subscription and autoship type of products.

10. The "Popular Expression" Strategy

The "have you heard the expression..." strategy tells your prospects a well known expression that will persuade them to purchase your product. Popular expressions are already branded in people's minds, which can trigger instant buying impulses.

11. The "Delay And Pay" Strategy

The "if you wait, you'll likely end up paying more later..." strategy tells your prospects a good reason for not delaying their purchase of your product. You can easily end hesitation or procrastination by trying to save money for your prospects.

12. The "Positive Portrait" Strategy

The "the photos of my customers reflect their positive feelings..." strategy tells your prospects to view a bunch of pictures of your happy customers. People will see their smiles, bright eyes and maybe even their benefits, depending on the photos or your product.

13. The "Smart Customers" Strategy

The "I've had thousands of intelligent people purchase my product..." strategy tells your prospects they will be considered smart if they purchase your product. People like to avoid looking or feeling stupid. You could also use other compliments to describe your current customers.

14. The "Blame Game" Strategy

The "believe it or not, only you can decide not improve your life..." strategy tells your prospects that you don't care if they decide not to purchase your product. You actually put the blame on them for not reaching their goals in life.

15. The "Turn Your Back" Strategy

The "your solution is right here, are you really going turn your back on it..." strategy tells your prospects your product will fix their targeted problem. You are also questioning them about leaving your site and not solving their problem.

16. The "Not Found Anywhere" Strategy

The "you'll get never-released-before bonuses..." strategy tells your prospects that your bonus products aren't found everywhere else. Many businesses have the same bonuses that every other business offers or they can be found freely on the Internet. When you use exclusive, only-you-offer bonuses, it will increase the perceived value of your product.

17. The "Benefit Now" Strategy

The "this (product) could be (your product's benefit) right now..." strategy tells your prospects their life could be improved or will even improve this very second if they currently own your product. It puts a mental scene in their mind and will actually persuade them to live their dreams in the real world.

18. The "Better Than Your Dreams" Strategy

The "you will have the opportunity to (your product's benefit) beyond your wildest imagination..." strategy tells your prospects your product's benefits will be even better than what they have daydreamed about. It leaves a little something far beyond what they can mentally picture.

19. The "Reputation Risk" Strategy

The "I'm ready to stake my personal and professional reputation on..." strategy tells your prospects that your product must work because it's likely that you wouldn't ruin your reputation on purpose. Having a good reputation is very valuable to both business owners and non-business people.

20. The "Wonder" Strategy

The "you're probably wondering how we can afford to provide you with (your product's benefit) at such a low price..." strategy tells your prospects there is a valid reason why your product is so cheap. You could tell them you struck a deal with a friend that's a supplier or manufacturer.

21. The "Wake Up Right" Strategy

The "what if you could wake up each and every day feeling (positive emotion)..." strategy tells your prospects that if they own your product, it will give them the positive emotions they long for. People like to wake up on the right side of the bed rather than the wrong side.

22. The "Obstacle Removal" Strategy

The "now is your chance to finally gain your freedom from (problem) and live (positive adjective) lifestyle you deserve..." strategy tells your prospects that they can gain their independence over an obstacle in their life. People really value all types of freedoms.

23. The "Benefit Addition" Strategy

The "all of the above translates into (one major benefit)..." strategy tells your prospects that all your products' little benefits add up to one major benefit. It gives them a simple, powerful reason to order and a closing to your list of benefits in your sales letter.

24. The "Visual Aid" Strategy

The "these are the recent statistics for just one (the subject)..." strategy tells your prospects different visual ways to look at your product's benefits. Many people are persuaded to buy with visual proof that your product works.

25. The "Proof Of Traffic" Strategy

The "as you can see we rank among the top (no.) web sites in the world..." strategy tells your prospects that your product must be good if you're getting that much Internet traffic. You could use a script or screenshot of one of the more popular, reputable traffic monitors on the Internet.

26. The "Recognizable Partners" Strategy

The "my business partners are (a list of reputable and recognizable people)..." strategy tells your prospects that many known experts have contributed to your business and/or products other than you. It just makes your product even more valuable to them.

27. The "Fake Experts" Strategy

The "the world is filled with amateurs claiming they are experts..." strategy tells your prospects not to trust your competition or their products. Your prospects will assume your competition is hiding behind their web sites and are not really the professionals they say they are.

28. The "Unknown To Family" Strategy

The "I will reveal secrets that the experts don't even tell their family members...)" strategy tells your prospects you're exposing some top secret information that is even too sensitive for the gurus' loved ones to know. This will make your prospects extremely interested in finding out what it is.

29. The "Easy Times" Strategy

The "never before has it been so easy to get (your product's benefit)..." strategy tells your prospects that your product offers the easiest way ever to gain their desired benefits. So if they already own an older product that gives them what they need, they'll realize yours will make their life easier.

30. The "Take Notes" Strategy

The "as you read this you may want to pull out a notepad and take notes..." strategy tells your prospects that they will actually learn something that will improve their life while reading your ad. It also makes your message sound more important.

31. The "I'll Sweeten It" Strategy

The "I'm even prepared to sweeten this already amazing offer more..." strategy tells your prospects that your product package was already spectacular but you are going to make it even better. People that were interested will likely be even more persuaded to buy your product.

32. The "Lingering Doubts" Strategy

The "in case you have any lingering doubts, I want to give you more proof..." strategy tells your prospects that you'll give them some more evidence that your product performs. It will give your prospects even more peace of mind about buying your product.

33. The "Test Drive" Strategy

The "I'm going to allow you to test drive this product for (no.) days..." strategy tells your prospects they can actually use your product for a period of time without investing any money. It will remove all their risk and show them you have confidence in your product.

34. The "Time Bomb" Strategy

The "this web page will expire on (date) at exactly (time) (a.m/p.m.) (time zone)..." strategy tells your prospects that not only will your offer end but your web site will disappear too. You could also use words like 'self destruct' or 'explode' to be more dramatic.

35. The "It's Back Again" Strategy

The "it's back by popular demand..." strategy tells your prospects that your product was once taken off the market but a large majority people wanted you to bring it back for sale. Your prospects will realize that it must be a high quality and effective product.

36. The "No Travel" Strategy

The "you won't have to go to a store, attend a seminar by a plane, stay in a hotel or dress up to (your product's benefit)..." strategy tells your prospects that they can instantly get your product via download or by delivery. If you pay for the shipping charges, that would be even better.

37. The "Brain Injection" Strategy

The "crawl into the mind of top (your product's niche) experts..." strategy tells your prospects will get the benefits they seek from other experts too. This would work for an information product or a bonus info-product for a physical product. People put a high value on a product which seems like buying or renting someone else's brain.

38. The "Trial And Error" Strategy

The "without all the frustrating and time consuming trial and error..." strategy tells your prospects they will eliminate a lot of headaches by purchasing your product. They will likely remember a time they felt this way and buy your product to avoid it.

39. The "Question Yourself" Strategy

The "here's a question: if you could (a question about getting their desired benefit)? Would you...?" strategy tells your prospects to really question themselves if they decide not to buy the solution to their problem. Of course, your product would be presented as the problem solver.

40. The "You're The Victim" Strategy

The "the majority of people fail to (your product's benefit) because they fall victim to professional scam artists..." strategy tells your prospects if it's too good to be true, it probably is. You just need to show them your product works but it will take a little work too so it's not too unbelievable.

41. The "I've Been Told" Strategy

The "I've been told I should charge (\$). It's well worth it but I'm already wealthy and I want to help you, so it's only (\$)." strategy tells your prospects that your product is worth more than you are charging. You're also telling them a good reason why you are charging a lower price.

42. The "Sneak Preview" Strategy

The "get an advance look before it's officially released on (date) for a (no.)% discount..." strategy tells your prospects they will be one of the first people to benefit from your product. Plus, they will get it for

far less than everyone else will.

43. The "Instant Profit" Strategy

The "we'll pay you 50% commission instantly to your (online bank) account..." strategy tells your prospects that if they join your affiliate program, they will be paid without having to wait for a check in the mail. It could be a strong benefit of your product.

44. The "Yearly Expenditures" Strategy

The "if you spent at least (\$) in the last year on one (similar product) then this may be the most important letter you read all year..." strategy tells your prospects that they may have wasted their money trying product after product to improve their life when all they really needed was your product.

45. The "About The Buzz" Strategy

The "see for yourself what all the buzz is about..." strategy tells your prospects that your product must be really popular because they've heard good things about it too. It would be more powerful if you actually had a huge product launch where many people were promoting it.

46. The "Stipulation" Strategy

The "by ordering, you agree to not redistribute, copy, sell, or reveal any of (your product's name) to anyone..." strategy tells your prospects that your product is very valuable because you are actually

making them agree to buying stipulations (which most people already know).

47. The "Boring" Strategy

The "I am not going to bore you with a long sales letter..." strategy tells your prospects that reading your sales letter won't put them to sleep. You could even offer them a bonus for just reading it. It will give them extra motivation.

48. The "Why, When" Strategy

The "why are you still (prospect's problem)...when you can (your product's benefit)..." strategy tells your prospects that you are questioning why they would be satisfied with their situation. You just need to tell them how your product will improve their situation.

49. The "Outsourcing" Strategy

The "you can benefit from the hard work of others..." strategy tells your prospects that a team of people worked together to develop your product. You could also list what type of professionals they were, like: scientists, authors, inventors, chemists, safety specialists, etc.

50. The "License To Drive" Strategy

The "it's almost like having a license (or ticket) to..." strategy tells your prospects your product will give them the undisputable right to gain their desired benefit. It will sound very possible that they will

reach their goals.

Secret Marketing Strategies - Volume #26

1. The "It Can Happen" Strategy

The "it happened to me and it can happen to you..." strategy tells your prospects you've already gained the desired benefit they want. You could give them a persuasive selling story about how you improved your life with your product.

2. The "Qualified Enough?" Strategy

The "if you qualify today, I will give you..." strategy tells your prospects they actually have to qualify in order to purchase your product. It increases the perceived value of your product because it's only available to people that are carefully selected.

3. The "Click Play" Strategy

The "click the play button below, I have a special audio message for you..." strategy tells your prospects they will actually get to hear the voice of the person they may purchase from. You just want to give them a message that will persuade them to buy your product.

4. The "One Step Further" Strategy

The "I'm going one step further to ensure that (your product's benefit)..." strategy tells your prospects that on top of everything

else you do, you will insure their success. You could offer free specials, free training, in-home service, tech support, etc.

5. The "It's Endless" Strategy

The "the possibilities are endless..." strategy tells your prospects that they will have infinite uses for and benefits from your product. It will cause their minds to be open to imagination that could actually influence them to purchase.

6. The "Potential Benefits" Strategy

The "see your potential benefits..." strategy tells your prospects to actually view an image of the possible benefits they could receive from your product. It could be photos, graphics, screenshots, videos, graphs, charts, etc.

7. The "Place And Time" Strategy

The "you're in the right place, at the right time..." strategy tells your prospects that right now is the perfect time to purchase your product. It could be because of your limited low prices, product bonuses, guarantee, etc.

8. The "Results Vary" Strategy

The "I can't guarantee your results because..." strategy tells your prospects that you can't promise they will get the same results as you or your other customers. You need to mention that everyone's situation, motivation, and lifestyle are different. People will be

persuaded to buy because it sounds like you are challenging them.

9. The "Lazy" Strategy

The "some people who buy (your product's name) won't do anything with it..." strategy tells your prospects that some people are just plain lazy. It will persuade your prospects to buy because they don't want to be considered lazy.

10. The "Bonus Below" Strategy

The "the \$ bonus information is at the bottom of this page..." strategy tells your prospects they had better scroll down your page to see what they could be missing. It will persuade them to stay on your web page longer. Plus, it makes them scan your whole offer. You just need to catch their eyes on the way down with your product's benefits headings.

11. The "Refunds Prohibited" Strategy

The "since this is a limited time sale, absolutely no refunds will be granted..." strategy tells your prospects that they can only get your product at a special price for a limited time. It also turns away people who normally request refunds.

12. The "Instant Discount Test" Strategy

The "I thought about setting the price at \$(no.), but for a limited time, we are giving you a \$(no.) instant discount as a test..." strategy tells your prospects that you are still testing your prices and they

could be higher down the road. The people that are really interested will want to save money and buy now.

13. The "Never The Same" Strategy

The "your (the topic your product targets) will never be the same once you..." strategy tells your prospects that their life will finally be different for the better. People that have problems are always saying to themselves, "I wish my life was different..."

14. The "Penny Wishes" Strategy

The "if I had a penny every time someone wished that (your product's benefit)..." strategy tells your prospects that you would be really rich just from hearing from people that need the benefits of your product. They will realize that a lot of people are in the same boat and they'd better buy now in case your product sells out or it's not available in the future.

15. The "All The Possibilities" Strategy

The "how would you like to (your product's benefit)? If that kind of possibility interests you then keep reading..." strategy tells your prospects that your product could fulfill their needs and interest. Instead of the word 'interest,' you could also use the word 'excites,' 'energizes,' 'satisfies,' etc.

16. The "You And Me" Strategy

The "it's no hidden secret that ordinary people like you and me are

(your product's benefit)..." tactic tells your prospects it doesn't matter if they're ordinary, they still can gain their desired benefit. If it was a secret to them, you just gave them some valuable information and they may want to give you something back in return, like buying your product.

17. The "After Purchase Syndrome" Strategy

The "you won't have to deal with the dreaded 'after purchase' syndrome..." strategy tells your prospects that they will still be enthusiastic, even the morning after they buy your product. Many people buy stuff emotionally then logic sets in and they regret the purchase later on.

18. The "Instant Give Back" Strategy

The "I'm going to give you \$(no.) that is good for (no.) (minutes, hours, days). See how to claim it below..." strategy tells your prospects to scroll down through your whole ad to see how they can redeem their money. You can just take it off the price of your product like an instant price break. Plus, it creates urgency to buy since you put a time limit on it.

19. The "Every Minute" Strategy

The "every minute that you go without (your product's name), you will miss out on..." strategy tells your prospects that they are missing out on improving their life. People know that you can't get time back so they may not want to wait another minute to purchase your product.

20. The "Testing In Progress" Strategy

The "I'm giving away a limited time bonus as a marketing test for only (no.) days..." strategy tells your prospects that you are still testing your offer and they'd better order now in case you pull your bonus for good. Of course the bonus should be something your prospects really would want.

21. The "Outdated Products" Strategy

The "using older, outdated products can (the negative effect)..." strategy tells your prospects that your product is rather new and will deliver their desired benefit better. It could be that your product is faster, better quality, safer, easier to use, lighter, more durable, etc.

22. The "Beta Testimonials" Strategy

The "just see what our (no.) beta testers are saying..." strategy tells your prospects that your product has been tested and proven to deliver many times over before you released it to the general public. Just like with customer testimonials, you could add pictures, names, where they are from and, of course, their test results.

23. The "You're Not Alone" Strategy

The "it's just not your fault, many people can't (your product's desired benefit)..." strategy tells your prospects that they aren't alone and many people have the same problem. Sometimes people get overwhelmed and think they are the only ones that can't reach their goals. It will make them feel better enough to purchase your product.

24. The "On The Lookout" Strategy

The "I'm sure you're always on the lookout for better ways to..." strategy tells your prospects that your product will give them a better way to improve their life. You just have to convince them that their search is over.

25. The "Customer Competition" Strategy

The "I have over (no.) prospects and can only accept (no.) more customers..." strategy tells your prospects that a ton of your prospects will see the offer. People will assume they will have to order right away because there is a lot of competition that could take those spots.

26. The "Questions And Answers" Strategy

The "below are the 10 most commonly asked questions about (your product niche) and our answers. This is out of (no.) survey questions that we received..." strategy tells your prospects that you have taken the time to thoroughly research your market. Just make sure your answers are informative and persuade them to purchase your product.

27. The "Buy Back" Strategy

The "I will buy back (your product's name) if it doesn't (your product's benefit)..." strategy tells your prospects that they have no risk because you offer a money-back guarantee. When you use the 'buy back' method, it sounds more like they will be making money

instead of just getting a normal refund.

28. The "Marketing Ploy" Strategy

The "this is a limited time offer and not some marketing ploy, once they are gone they are gone..." strategy tells your prospects they better not ignore your limited time offer thinking it's just some scare tactic. It tells them you are serious and aren't like some businesses that just add it into their ads to create urgency but never pull the offer.

29. The "Bonuses In Numbers" Strategy

The "the first 200 get, the first 300 get, the first 500 get..." strategy tells your prospects that you will offer incentives to people that order within the amount of customers you specify. You want your bonuses to be more valuable for the first group of customers and a lower value of each group bonus as more people order.

30. The "It's In Your Court" Strategy

The "I've said all I can say to help you. It's now up to you if you want (your product's benefit)..." strategy tells your prospects that you are done presenting your offer and the ball's in their court. People may consider your offer because it sounds like you are offering them help instead of just a product.

31. The "Gone In Hours" Strategy

The "warning: my first package of products sold out in (no.) hours..."

strategy tells your prospects that they better order your second package of products fast or it could sell out in hours too. You could also tell them that you have a ton of people waiting who never ordered the first one that want to order the second package.

32. The "Alternative" Strategy

The "if traditional ways of (your product's niche) aren't getting you the results you want..." tactic tells your prospects that you're offering an alternative product that will help them reach their goals. You just need to give them a proven reason why the alternative is better.

33. The "Two Different People" Strategy

The "two people (the negative problem), one solves it and one doesn't. Which one do you want to be?..." strategy tells your prospects that your product will allow them to be the person that gained their desired benefit. It gives them the choice and at the same time installs the persuasive images in their mind.

34. The "Ignoring Something?" Strategy

The "there are tons of critical, but often overlooked, details that can (negative effects)..." tactic tells your prospects that they might be ignoring some stuff that might ruin the effect of their desired outcome. They know they can't afford to guess what those factors are so they will likely purchase your product.

35. The "Physical Enjoyment" Strategy

The "I want you to feel (a positive physical reaction)..." strategy tells your prospects the kind of physical enjoyment that they will gain owning your product. It could be them jumping up and down, their jaw dropping, tingles up their spine, cracking an uncontrollable smile, etc.

36. The "Accident" Strategy

The "I stumbled across the most amazing..." strategy tells your prospects that you created your product by accident. Many people know that some of the most popular and useful products in the world were discovered this way. For example: penicillin

37. The "Unimaginable" Strategy

The "who would have ever thought (your product's benefit) could be this easy..." strategy tells your prospects your product will do what was once thought unimaginable. If your product can offer a once impossible benefit, you will sell a lot.

38. The "Clock Is Ticking" Strategy

The "you have (no.) minutes (with a running timer) left to buy..." strategy tells and shows your prospects that they have only minutes left to order. You could have the running timer on your web site or put it on a pop up. It can be very persuasive for people to see the time run down. Of course you need to end your offer, make your page disappear or up the price after the time runs out.

39. The "Under My Wing" Strategy

The "I'm searching for (no.) apprentices to take under my wing..." strategy tells your prospects that you are going to help train them to get their desired benefit. It sounds more personal and valuable than just offering them a product the normal way. Your training for the product you are offering could be in the form of an in person session, video, audio, telephone, e-book or print publication.

40. The "I'm Not Weak" Strategy

The "do you think you can handle (your product's benefit)? If not leave this page now..." strategy tells your prospects that you want serious people that want to improve their life. Plus, it makes them look weak if they can't handle your product benefit. Most people don't want to look weak.

41. The "Family Introduction" Strategy

The "my name is (your name), I have a wonderful family (with a photo of them)..." strategy tells and shows your prospects that you are just an ordinary family person like them trying to make a living. People like to buy from people that have a similar lifestyle. You could even introduce each of your family members to make your introduction even more friendly and persuasive.

42. The "I'm Everywhere" Strategy

The "I have been interviewed by (list of popular media outlets)..." strategy tells your prospects that even the media thinks your product is good. It could be T.V. shows, the news, magazines, newspapers, e-zines, radio shows, etc.

43. The "I've Said That" Strategy

The "how many times have you said in your life that you wanted to (your product benefit)...but didn't know how..." strategy tells your prospects something that they likely said before, which tells them you know them well. Just let them know your product will show them how to gain their benefit.

44. The "Don't Model Me" Strategy

The "the only difference between me and you is that I invested tons of money and countless hours (your product's benefit)..." strategy tells your prospects that they won't have to go through or spend what you did to improve their life. You may even want to be more specific about the money and the number of hours you spent to make your claims more believable.

45. The "Application" Strategy

The "please fill out the short application below and we will get back to you shortly..." strategy tells your prospects that your product must be good if they have to fill out an application to purchase it. You just don't want to make the application too long or they won't take the time to fill it out.

46. The "Good And Bad News" Strategy

The "the good news is (your product's benefit), the bad news is (a limited time offer)..." strategy tells your prospects the good news is that your product will help them reach their desired goals. The bad

news could be you only have so many left, the price will go up, or only so many bonuses are left.

47. The "Psychological Price" Strategy

The "if you don't want save money, then please don't order before (date)..." strategy tells your prospects that your price is only good for a limited time. It uses a little reverse psychology because it tells them not to order.

48. The "Less Than" Strategy

The "just imagine, less than (no.) minutes from now you could be (your product's benefit)..." tactic tells your prospects that your product will be delivered fast and it works fast too. Most people are impatient and want fast acting solutions for their problems. It also creates a beneficial scene in their brain.

49. The "Resurrected" Strategy

The "this product has been rediscovered and improved from (years/century)..." strategy tells your prospects that your product was created from an older product that you've resurrected. Sometimes people consider long lost products to be of higher quality and very rare.

50. The "Made To Order" Strategy

The "finally a (product type) that is customized just for you..." strategy tells your prospects that your product can be made-to-order

so it will benefit their specific or personal needs. People sometimes don't like to buy products that offer 'one-size-fits-all.'

Secret Marketing Strategies - Volume #27

1. The "The Only Goal" Strategy

The "my only goal here is to give you the best opportunity to (your product's benefit)..." strategy tells your prospects that your objective isn't to sell to them but actually help them. They will purchase your product to help you reach your goal if they know you are truly sincere.

2. The "In-Person Scenario" Strategy

The "if I had the opportunity to actually sit down with you and show you (your product's benefit)..." strategy tells your prospects to imagine you working with them one-on-one to help them reach their goals. If that isn't possible, you could compare it to the step-by-step print, audio or video instructions they get with your product.

3. The "Test Of Time" Strategy

The "I run one of the most respected and longest running web sites..." strategy tells your prospects that people trust and look up to you. It also tells them your business has stood the test of time and has a good track record.

4. The "Free Ticket" Strategy

The "meet me live in (city, state, country, etc.) on (date) if..." strategy tells your prospects that if they purchase your product, they will get a free ticket to your seminar, trade show, boot camp, class, mastermind meeting, etc. Of course, you want the event to be about something your prospects are interested in. You can even tell them how much you are charging people that don't purchase your product.

5. The "Older Comparison" Strategy

The "this may just be the greatest product since (another very successful product)..." strategy tells your prospects that your product is just as good or even better than another successful older product in your niche. You want to compare your product to a product that most of your prospects would recognize or have bought in the past.

6. The "They Own It" Strategy

The "every (positive adjective) person has it... (famous person) has it. What is it?..." strategy tells your prospects that they need what the famous person already has to improve their life. Of course, you would present your product as what the successful and famous people already have.

7. The "David And Goliath" Strategy

The "view a comparison of my product up against the big boys..." strategy tells your prospects that they can view a detailed chart that shows how your product offers more features and benefits than the multi-million dollar corporations.

8. The "Hidden Sales Letter" Strategy

The "the following report can help you save (\$) and even make you (\$) very quickly..." strategy tells your prospects that reading your sales letter can actually help them save and make money. You just need to present your sales letter as an informative report.

9. The "Hard To Use" Strategy

The "most (product type) sometimes can be very difficult to understand and use. That is why I created..." strategy tells your prospects they shouldn't purchase from your competition. You were able to solve the problems that occur in the industry.

10. The "My Opinion" Strategy

The "do you really need another (your product type)? My opinion on this might surprise you..." strategy tells your prospects to question themselves and persuades them to consider your opinion before they answer. They will want to find out if they could be surprised. Your opinion should help influence them to purchase your product.

11. The "Respect Your Time" Strategy

The "I am going to cut through the hype and get straight to the point..." strategy tells your prospects that you won't be wasting their time by fluffing up your product offer. People value their time greatly. They will respect the fact that you value their time too and possibly might buy your product.

12. The "Difference Between" Strategy

The "this is hardly ever discussed but can mean the difference between being (positive feeling) or (negative feeling)..." strategy tells your prospects that you will reveal some information that many people don't talk about. The information or your product will give them the positive feelings they desire.

13. The "If You, You Can" Strategy

The "if you can point and click, I will show you how to (your product's benefit)..." strategy tells your prospects that if they can do something simple, they can easily gain their desired benefits. You could list simple things like reading, typing, scrolling, surfing, etc.

14. The "Short Path" Strategy

The "this is the shortest and easiest path to (your product's benefit)..." strategy tells your prospects that your product will deliver their desired benefit quicker than your competition. It tells them other products take longer to work and are harder to use.

15. The "Same Price" Strategy

The "that's about the price of a soda every day for one month..." strategy tells your prospects that your product isn't as expensive as it seems. Little things they spend their money on every day add up to the same price.

16. The "Introductory Price" Strategy

The "once the first (no.) (your product name) are sold, this special introductory offer will be gone forever..." strategy tells your prospects that if they don't order it now, you will never offer your product again for such a low price. You could also keep updating your web site by letting them know how many are left from the original number you are selling.

17. The "Contest" Strategy

The "the best selling affiliate will get a (\$) bonus on top of the other commissions that you'll make..." strategy tells your prospects that if they join your affiliate program, they could easily make their investment back. Plus it challenges them to be better than the other affiliates.

18. The "Live Demonstration" Strategy

The "click below to see a live demo of what it can do (it will open in a new window)..." strategy tells your prospects they can see a video of someone using your product to gain their desired benefit. They will mentally place themselves in the video demonstration and that will subconsciously influence their mind to buy.

19. The "Small To Big Profits" Strategy

The "(name) has a only (no.) prospects and he/she made over (\$) in commissions..." strategy tells your prospects that your product has a high conversion ratio. They will assume it will be easy to resell and they don't need a big audience to make their money back from purchasing your product.

20. The "Advertise For Free" Strategy

The "I'll even give you a list of free places to advertise the product..." strategy tells your prospects they can join your affiliate program and just place a few free ads to earn their money back. You can tell them that it will only take a few sales to make their investment back (if you're paying them 50% commission).

21. The "Confident Business" Strategy

The "even poor (your product niche) can help you but..." strategy tells your prospects that all your competition's products will help them but yours is better. By mentioning your competition's products your prospects will see how confident you are about your own product and will more likely buy it.

22. The "Successful People Do" Strategy

The "successful people will quickly recognize the benefits of such an offer and take advantage of it..." strategy tells your prospects they can be successful in gaining their desired benefit if they swiftly purchase your product. People enjoy having an advantage over their competition, friends, colleagues or even family.

23. The "Slow Server" Strategy

The "due to the extreme traffic and popularity of this product, it might take a while after you order before it is confirmed. If you have problems, try again..." strategy tells your prospects that your product

must be excellent with all the hits and buzz you are getting. People will likely want to order right away.

24. The "Agree Or Not" Strategy

The "by the end of this report, I'm betting you'll agree that (your product's benefit) or I'll give you a mystery bonus..." strategy tells your prospects that you want to bet that they'll order your product. People like to gamble. You're also going to give them something of value if you lose. They will want to at least scroll down your ad to see what it is.

25. The "Multiple Problems" Strategy

The "chances are, you're still (problem 1), you're still (problem 2), etc..." strategy tells your prospects the multiple problems they're likely to have as a result of not owning your product. It could be problems about their emotional state, their personal and financial relationships and even future problems that will almost surely arise.

26. The "Read The Rules" Strategy

The "you must agree to some rules before you purchase our product..." strategy tells your prospects that you really protect your product. It will increase their perceived value of your product. You could list rules about not using it unethically, illegally or reselling it.

27. The "But" Strategy

The "so you're finally at the point to improve your life but (one of

their excuses for not ordering)..." strategy tells your prospects a common problem why they don't try to improve their life and how you'll help them overcome it. For example, it could be your product's high cost, so you could offer them an easy payment plan.

28. The "Viral Vision" Strategy

The "imagine if you were one of the first people (no.) (months/years) ago to download and brand and giveaway my (name of your free/fee viral ebook)..." strategy tells your prospects that by now thousands and thousands of people would have it. They'll imagine those people giving it away or selling it with their affiliate links in it too. You could use this scene to persuade them to do them same thing with your new viral ebook because they will know how profitable it could be for them in the future.

29. The "One Time Invitation" Strategy

The "you won't receive this invitation again because we must maintain our exclusivity..." strategy tells your prospects that they won't be reminded about buying your product in the future. They may want to order your product now while it's still fresh in their mind so they don't forget.

30. The "Confession" Strategy

The "I have a personal confession to make..." strategy tells your prospects that if they read your sales letter, they will learn about something that you have kept bottled up inside for a while. People will be curious to know what the secret could be. Your confession needs to persuade them to purchase your product

31. The "Teaching My Family" Strategy

The "I know (your product's topic) like the back of my hand and I'm teaching my friends and family - and you could be one of the lucky others..." strategy tells your prospects that you are an expert in your niche. People know that you wouldn't point your loved ones in the wrong direction so they may want your product and/or advice too.

32. The "Don't Buy Again" Strategy

The "if you cancel or ask for a refund you can never be my customer again for any of my products, you are out forever..." strategy tells your prospects that you won't ever allow them to purchase a product from you again if they give up on their desired benefit. You can tell them that there are plenty of other people that will take up that spot and buy your product to improve their life.

33. The "Live Entertainment" Strategy

The "a free live event hosted by (expert in your niche or yourself) will answer..." strategy tells your prospects that they will get some free live entertainment that could improve their lives. You just want the content of the live event to influence people to purchase your product at the end.

34. The "Call In Early" Strategy

The "over (no.) people registered for this in just (no.) hours/days and there are only (no.) spots..." strategy tells your prospects that your free teleconference call will have limited space. You could limit the

quantity of the products that you're selling at the end of the call because it will create urgency and people will know there are a lot of potential buyers.

35. The "Do What They Do" Strategy

The "it will level the playing field once and for all..." strategy tells your prospects that they finally will have the same benefits as the people they envy. Many people don't enjoy seeing others succeed in reaching their goals when they continually fail.

36. The "My Big Mistake" Strategy

The "one of the biggest mistakes I ever made was in thinking that I already knew how to (your product's benefit)..." strategy tells your prospects that they could be making a mistake too if they are thinking the same thing. They will likely want to buy your product to avoid making the same error.

37. The "Lucky Few" Strategy

The "you're one of a lucky few who is getting a free sneak peek at a brand new way to (your product's benefit)..." strategy tells your prospects they will get a free sample of your product before its release to the general public. It will build their anticipation for the official release of your product.

38. The "Don't Assume" Strategy

The "what I'm about to show you has absolutely nothing to do with

(the normal stuff in your niche). In fact..." strategy tells your prospects that your product offer isn't what they assume it is about. You'll then follow up with a fact that will back up their logic for becoming interested and possibly buying.

39. The "You Decide" Strategy

The "you'll have (no.) days to decide, you won't be billed till (date) and then you'll only have to make (no.) easy monthly payments of..." strategy tells your prospects that they are under no pressure or obligation to buy till after they try out your product first. And if your product is a high ticket item, they will have plenty of time to pay it off.

40. The "High Failure Rate" Strategy

The "chances are you've been trying to (the targeted benefit) and in most cases it hasn't worked out..." strategy tells your prospects that there is a high failure rate for people that use your competition's products. You just need to prove that your product will increase the chance of their success.

41. The "Been There Too" Strategy

The "I've been there, you get excited about buying a product to solve your problems only to then become more depressed when it fails..." strategy tells your prospects that they shouldn't be ashamed when they got scammed by your competition because you have been too. You need to give them a strong reason why their experience will be different when they buy your product.

42. The "It Hit Me" Strategy

The "that's when it hit me, I realized that most people go about getting (your product's benefit) the wrong way..." strategy tells your prospects that your product was a great idea and it will be the right path to reach their goals. You'll need to present a solid case why the other way is incorrect.

43. The "Scroll And Miss" Strategy

The "if you just scroll directly down this page to see the price without reading this letter you are missing an important piece of information..." strategy tells your prospects that the price is as important as the information you present in your sales letter. It makes them read or search through your whole copy for the critical information. You'll find it's easier to persuade them to buy when they read the benefits than with just with the price alone.

44. The "Certification" Strategy

The "I know what I'm talking about, in fact, (a reputable, well known organization/company) has actually recognized me as one of their (an authoritative title)..." strategy tells and gives your prospects clear evidence that you are an expert and not a fake. You could even place one of their certification logos (if possible) on your web site.

45. The "Need More Convincing?" Strategy

The "need more information? Click to the next page (to another page of persuasion information) or click here to order now..." strategy tells your prospects that you have even more information and proof on

the next page if they aren't ready to click the order button yet. Some people need very little information to buy and some a lot; it depends on the degree of pressure of their problem or situation.

46. The "Why Not?" Strategy

The "fill in the form and tell me why you didn't order (as a pop up) and I'll give you a free gift, valued at (\$)..." strategy tells your prospects that you are trying to improve your business and product to cater to their individual needs. Your highly valued gift will help persuade them to help you on future promotions.

47. The "It May Cause" Strategy

The "warning - this product may cause (positive side effects)..." strategy tells your prospects to take notice because you assume they may need to know about something that could have a negative effect on their life. But once you have their full attention, you can tell them all the benefits of your product.

48. The "Unfair Advantage" Strategy

The "this is so effective it may even get you banned from..." strategy tells your prospects that your product is so good that other people may stop them from using it because it gives them an unfair advantage. You can follow up by telling them that what usually happens is that people will just be jealous and be envious of their success.

49. The "We Recorded It" Strategy

The "fortunately we were able to record and transcribe this call for people that couldn't attend the (seminar, tele-seminar, webinar)..." strategy tells your prospects that you understand that everyone has different schedules and technical problems which can deny them access to live events. Plus, you'll get another chance to sell them your product at the end of the event.

50. The "Positive Letters" Strategy

The "here's just two full length letters I've received about our (your product name)..." strategy tells your prospects that instead of the same old short testimonials, you'll show them long, positive responses. Your prospects will assume your product is very effective if people take the time out of their busy schedule to write 2 or 3 page positive letters about it.

Secret Marketing Strategies - Volume #28

1. The "Once In History" Strategy

The "what you are about to witness will only happen once in history..." strategy tells your prospects that this is their one time chance to purchase your product and your offer will never be repeated again - ever. It could be a new product that's only available for a limited time, a type of sale you're holding or a special bonus you're offering with your product.

2. The "A Select Few" Strategy

The "I'm inviting a select few to what will be the biggest, most

talked-about product launch ever..." strategy tells your prospects that they are one of the privileged people and that you are offering a very huge product package. They'll assume there will be a huge buzz about it and they will want to be first in line to get your product package.

3. The "Marketing Test" Strategy

The "this is a marketing test, we reserve the right to close this site at any time, without notice..." strategy tells your prospects that you are testing your product's ad copy and price. They will likely want to buy now in case you close the offer or increase the price.

4. The "Niche" Strategy

The "try to get that with any other (your product type) offer..." strategy tells your prospects that they won't find the particular product benefit that you're offering anywhere else. Even if they already own a similar product to yours, they may want to buy yours because of the niche or unique selling proposition you have.

5. The "Proven Buyers" Strategy

The "this offer is going out to all my prospects and (no.)% of them are proven buyers..." strategy tells your prospects that you have big audience and that a large percentage of them aren't freebie seekers. If people are slightly interested in your offer they will have the added pressure to buy now.

6. The "Read The Original" Strategy

The "if you don't have any idea what I'm talking about, you can read my first message below..." strategy tells your prospects that you know some people will read your second or third message about a product and not understand everything because they didn't read your first messages. People usually won't click on your links or even order if they don't understand your offer.

7. The "Take The Risk" Strategy

The "because of the incredible value I'm providing, I cannot offer any guarantees, warranties or refunds..." strategy tells your prospects if they are someone that repeatedly asks for a refund on purpose to save money, they won't have a chance this time. Also, it makes people realize your product is of high quality.

8. The "Serious People Only" Strategy

The "this product is intended for people seriously interested in (your product's benefit). If you are looking for a quick fix that won't last then please leave now..." strategy tells your prospects that you've design your product for people that want good results for the long haul. It also challenges them to be serious about fixing their situation or problem.

9. The "Can't Be Wrong" Strategy

The "over (no.) happy customers can't be wrong..." strategy tells your prospects that you have a ton of satisfied buyers and they will likely get the same result if they invest in your product. People tend to agree with large groups because it would be a fluke if they were all incorrect.

10. The "Five Senses" Strategy

The "if you like what you've read, heard and seen and you feel good about it, just go for it..." strategy tells your prospects to follow their instincts and purchase your product. After you mention that, people will have to register it in their subconscious brain and they will start consciously recognizing most of their five senses.

11. The "S And H" Strategy

The "I understand that I'm only paying (\$) for shipping and handling up-front and I'll have 30 days till you bill me..." strategy tells your prospects that they will only pay for inexpensive non-product related expenses to try your product for 1 month. It will remove their risk and if they decide to keep it, you will simply bill them for the price of the package. It's a win/win situation.

12. The "Mind Set" Strategy

The "first off, we need to agree on something (they need your product's benefit or the fact that your competition's product doesn't work)..." strategy tells your prospects to get in a certain mindset before they read your sales letter. Once they are in a favorable mental state, it will be easier to persuade them with the rest of your ad copy.

13. The "Affiliate Talk" Strategy

The "here is what one successful affiliate had to say...." strategy tells your prospects that one of your affiliates made a lot of money selling

your product for commission. They will realize that your product sells well and they may purchase it to review it before they promote it.

14. The "Old And New" Strategy

The "for the first time in (no.) (years or months), I'm releasing all my strategies for (your product's benefits) and the new ones I've recently discovered..." strategy tells your prospects that they'll be the first to learn your proven and tested older strategies and also your new ones. They will consider your strategies rare and valuable because you've kept them to yourself for so long.

15. The "24/7" Strategy

The "if you have any concerns or questions, just e-mail me 24/7 at..." strategy tells your prospects that if they aren't fully persuaded to order because of lingering questions, they can always e-mail you anytime. You can then persuade them through your e-mail to purchase your product.

16. The "Indirect Insult" Strategy

The "I don't want to sound like a complete jerk, but you'd have to be bonehead not to..." strategy tells your prospects you don't want to offend them but they would have to be dumb not to order your product. You also must offer compelling benefits and proof because most people aren't stupid enough to purchase on your advice alone.

17. The "Buy Then Raise" Strategy

The "I'll be raising the price by (\$) every (no.) products I sell so the price will increase like this (\$), (\$), (\$), etc..." strategy tells your prospects that if they are seriously considering purchasing your product, they better do before the price goes up. You could also have the current number of products that have sold on your sales letter so it shows how close you are to raising the price.

18. The "Language Advisory" Strategy

The "Language Advisory: you will read a few swear words within this letter..." strategy tells your prospects to wonder why you would be using profanity to sell your product. It will make most people curious enough to read your sales letter. They will assume there is some kind of controversy within your offer.

19. The "Past Results" Strategy

The "product 1 sold out in (no.) (hours/days), product 2 sold out in (no.) (hours/days), product 3 sold out in (no.) (hours/days)..." strategy tells your prospects that you've had some really successful, fast selling product launches. People will realize that this is a consistent pattern and they better order your current product before it sells out.

20. The "Almost Illegal" Strategy

The "many of my customers ask me if my product is illegal because it works so well..." strategy tells your prospects to not assume by your unbelievable sales letter that your product is too good to be true. You could even have some testimonials that could back up your customer's statement.

21. The "Why Trust Me?" Strategy

The "why should you listen to me..." strategy tells your prospects the reason why they should believe and trust your business. You could list awards you've won, certifications you've achieved, schooling achievements, associations you're with, how much money you've made, etc.

22. The "Self Inflicted Pain" Strategy

The "you can stop punching the wall trying to figure out how to..." strategy tells your prospects your product will help them avoid physical pain and frustration trying to gain their desired benefit. It could be things like pulling their hair out, banging their head against the wall, kicking the car door, etc.

23. The "Help Line" Strategy

The "we'll give you (no.) months access to my personal help line..." strategy tells your prospects they will be able to speak with you personally instead of to one of your staff. People will like the fact that you'll take personal time out for your customers instead of hiring someone else to do it. Even more persuasive, you could even give them your personal cell phone help line.

24. The "Search And Surf" Strategy

The "go to any search engine and type in my name, you'll find tons of great product reviews and positive comments about me..." strategy tells your prospects that you are popular, well liked, and you

sell great products. Of course you need to make sure they don't find any negative comments about you. If the comments are false, maybe you could resolve them and get them removed from the search engines.

25. The "Simultaneous Benefits" Strategy

The "now you can instantly (one of your product's benefits) while (another one of your product's benefit)..." strategy tells your prospects your products will give them two major benefits simultaneously. People like it when they can kill two birds by only buying one stone.

26. The "Pre-Launch" Strategy

The "NOTICE: This web site is in pre-launch mode, please return on..." strategy tells your prospects that they will be one of the first to know about your product when it's officially launched and/or when they will be able to promote it for commissions. You could also list the date it will launch, the exact time with all the time zones listed and add a countdown counter (ex. 2 days, 16 hours, 6 minutes, and 57 seconds left until the official launch).

27. The "Want Another Bonus?" Strategy

The "do you want to get another bonus product, just follow the instructions below..." strategy tells your prospects you are going to give them another opportunity to get another bonus product after they have purchased your product. In exchange you could have them refer a few friends to your web site, add your graphic link to their web site, etc. It's like having an affiliate program without paying commissions.

28. The "Illness Prevention" Strategy

The "do you feel queasy about how much money you've spent on (product type) in the last (no.) (years/months)..." strategy tells your prospects that your product is the right one and it will help eliminate any medical illness arising from all the money they've wasted in the past. Instead of queasy you could use the words sick, dizzy, a headache coming on, sick to your stomach, feverish, etc.

29. The "Price Challenge" Strategy

The "A Challenge: we challenge you to find any other similar product on the market for such a low price. If you do, we'll sell ours to you for the same price..." strategy tells your prospects they likely won't find another product as low cost as yours or you wouldn't offer such a challenge. You could also say that you'll buy the other product from your competition for them at your own expense.

30. The "Not Everyone Will" Strategy

The "hurry, not everyone will qualify and this offer will disappear soon..." strategy tells your prospects you expect to receive literally (hundreds/thousands) of applications to purchase your product and you will review them on a first come, first served basis. Tell them as soon as you approve or choose a specific amount of applicants, your offer will be gone forever. You could even make money on the front-end by requiring a small, non-refundable application fee to make sure they are serious about buying your product.

31. The "Sell The Event" Strategy

The "we invite you to join us live at our seminar and as a bonus after the event, we will give you your very own product to sell..." strategy tells your prospects if they purchase a ticket to your live event, you will record/transcribe it and give it to them with resell rights. You could tell them if they only sell a few copies, it will pay for their ticket and it will justify spending such a large amount of money for them.

32. The "Digitized" Strategy

The "just released for the first time in digital format..." strategy tells your prospects that your offline product is now an electronic product that can be downloaded instantly after they order. They won't have to wait for it to be shipped and you could still keep your price high by sending them the offline format as a bonus.

33. The "Embarrassing Story" Strategy

The "listen up, this story is a bit embarrassing..." strategy tells your prospects that you are human, not just a greedy marketer, and you get embarrassed sometimes just like them. Your story could be about a situation you were embarrassed about and that your product helped you from ever feeling that way again. People will mentally insert themselves right into the story and relive those same feelings.

34. The "Bad Investment" Strategy

The "it's your choice, purchase a (\$) (some normal object) or (your product)..." strategy tells your prospects they can either spend the same amount of money for something they buy normally that has hardly any significance in their life or your product that can improve

their life. People will get a clear view of how badly they are investing their money and invest in your product. The normal product could be a specific food item, piece of clothing, entertainment items, etc.

35. The "I'll Sell Quicker" Strategy

The "I originally sold (no.) of my products for (\$) in (no.) (hours/days) with no money-back guarantee or bonuses..." strategy tells your prospects that your product will likely sell out quicker this time because your price is lower, you are offering bonuses and a money-back guarantee. They will see just how much better an offer they are getting than your past customers and won't be able to pass it up.

36. The "Spend A Day" Strategy

The "if you can spare (no.) measly (minutes/hours) a (day/week) I'll show you how to (your product's benefit)..." strategy tells your prospects that if they purchase your product, it won't take a whole lot of time away from their free time to reach their desired goals. You could even compare that time to insignificant things they do, like watching TV, napping, listening to music, talking on the phone, etc.

37. The "Conversion Rate" Strategy

The "my product's conversion rate is (no.)% and the market standard is (no.)% and I'm promoting this offer to (no.) on my current prospects and I only have (no.) copies left..." strategy tells your prospects to do the math and see how long it takes before your product sells out. Plus they will see your conversion rate is high and assume your product is top notch. They may also want to join your affiliate program before you sell out.

38. The "You Understand Now" Strategy

The "as you begin to review the benefits, you're probably beginning to understand why people are literally begging to buy it..." strategy tells your prospects to focus on your product's benefits, which is usually the strongest influence in an ad. People say to themselves, "Well, what's in it for me?"

39. The "Question It" Strategy

The "I know you're asking yourself, 'Can people really (your product's benefit)?' My opinion on this might surprise you..." strategy tells your prospects to actually question your product's benefits. They will then search for the answer inside your sales letter. They will also be curious about what your personal opinion is on the subject. It should support your product's benefits.

40. The "Certificate" Strategy

The "you will be rewarded with a certificate of completion..." strategy tells your prospects that you will reward them for purchasing your product and gaining their desired benefit. You will need to tell them they have to show "viewable" proof that they reached their goals. The certificate could be good for anything that would persuade them to buy.

41. The "What's Important?" Strategy

The "which of the following do you think is the most important part

of (your product's market/niche)?..." strategy tells your prospects that all the minor benefits you listed are wrong and then you tell them the major benefit of your product. They will see all your product's benefits without you directly telling them too. It will just be like taking a quiz or searching for the answer to your question.

42. The "Don't Hear This?" Strategy

The "you probably aren't going to want to hear this..." strategy tells your prospects that the way they are currently trying to gain their desired benefits is all wrong. You can tell them that your product is the right way. Plus, they will super curious about what it is that they shouldn't hear because it could affect their life.

43. The "Nagging Questions" Strategy

The "do you find yourself asking questions like: (your product's benefits)?..." strategy tells your prospects that your product will answer and solve those questions for them. They won't have to ever wonder again about exactly how they will reach their goals. They won't have to ever deal with those nagging questions popping in their minds again.

44. The "They're All Wrong" Strategy

The "I was shocked when the entire (your niche or target audience) community started doing this..." strategy tells your prospects to be curious about why you are so shocked. Once you give them proof that everyone (including your competition) is doing things all wrong and it could be harmful or illegal, they will want to gain their desired benefit the right way. Of course that means them purchasing your product and knowing they are finally doing it the correct way.

45. The "More For Less" Strategy

The "for the next (no.) customers, I'm going to give you a secret order page where you'll get a (no.)% discount on the deluxe version..." strategy tells your prospects if they order the deluxe version, they will get a discount on it. You'll want to have a little higher price than the basic version, even with the discount. It will just make more sense for them to spend a little more money for more benefits.

46. The "Generic" Strategy

The "if you couldn't afford (your competition's famous product) than maybe you can afford the clone..." strategy tells your prospects they can finally enjoy all the benefits by purchasing your similar product for way less. You could even tell them it lets them do everything your competition's product does and even more.

47. The "Swear About It" Strategy

The "I can't believe this \$H&+! (sorry, mom)..." strategy tells your prospects to give you their attention because you are angry enough to swear about something. They'll also know you know it's wrong to curse (so they won't look down on you). They will be interested to find out what you are so mad about. Of course it should be something your competition is doing.

48. The "Not What You Think" Strategy

The "I absolutely guarantee, it's not what you think..." strategy tells your prospects that what you're about to tell them is something they haven't heard before. Many businesses in the same niche have similar ads and you have to make sure your prospects understand they won't be bored if they read your sales letter. Plus it's mysterious and leaves a little for their imagination.

49. The "Already Know This?" Strategy

The "if you don't know this yet, you won't believe what you're missing..." strategy tells your prospects that they should find out if they already know what you are going to tell them. People don't like to miss out on things that can help them improve their life and it will make them jealous if they are left out in the cold.

50. The "Gut Check" Strategy

The "do you have the guts to (your product's benefit)..." strategy tells your prospects that you are questioning if they are brave enough to reach their goals. Most people don't want to be considered cowards. To give them confidence, just remind what they will be rewarded with for their bravery.

Secret Marketing Strategies - Volume #29

1. The "Comprehend This" Strategy

The "discover the power of this little understood..." strategy tells your prospects that many people do not comprehend a certain beneficial feature of your product. People like to learn about things they don't know about if it will benefit them in some way.

2. The "They're Successful" Strategy

The "ever wonder why (a famous person's name) is so successful..." strategy tells your prospects that your product helped the experts or celebrities gain a targeted benefit. People will assume if they purchase your product, they could be famous or successful at something too.

3. The "One Time Instructions" Strategy

The "you only need to go through the instructions once and it will become second nature to you..." strategy tells your prospects they will be an expert after using your product for the first time. People don't like to read a set of instructions many times over in order to gain their desired benefit.

4. The "Rare Company" Strategy

The "only (no.) in (large no.) people know this..." strategy tells your prospects a very small percentage know about a beneficial aspect or a piece of important information of your product. People will realize if they purchase it, they will be in rare company.

5. The "Don't Read" Strategy

The "if you're not interested in (your product's benefit) please don't read this..." strategy tells your prospects that they will feel ignorant for not reading your sales letter if they are in the least bit intrigued by it. You could also feature benefits like deep discounts, free

shipping, friendly customer service, etc., instead.

6. The "Experts Don't Know" Strategy

The "discover the myth about (something that will support your product), even most experts don't know about it..." strategy tells your prospects that there is a myth that could be stopping them from improving their life. You also won't make them feel bad about knowing it because even the most authoritative figures don't know about it either.

7. The "You Think You Do" Strategy

The "learn the most important (piece of info) and it has nothing to do with (something they would assume)..." strategy tells your prospects they may think they know about your product's benefits but they really don't. Of course you would need to list the most common thing your prospects would assume about your statement.

8. The "Reverse Guarantee" Strategy

The "if you keep trying to (one your product's benefit) without knowing this, I guarantee you'll (a negative effect)..." strategy tells your prospects this is something important they need to know in order to gain their desired benefit. You are also promising they won't gain it without purchasing your product. It's like a reverse guarantee.

9. The "Magic Wand" Strategy

The "just (take a specific action) and hey presto...you'll (your

product's benefit)..." strategy tells your prospects your product will literally work instantly, like magic. Most people wish they could just wave a magic wand to improve their life.

10. The "Pennies" Strategy

The "what if (no.) cents a day was all that was holding you back from (your product's benefit)..." strategy tells your prospects that only pennies are keeping them from reaching their goals. You would just have to divide up your product's cost over a week, month or year. You could also compare the amount to how much they would spend on ordinary things each day, like soda pop, coffee, newspaper, etc.

11. The "It's Not Easy" Strategy

The "it's not as easy as it seems, but the payoff is huge..." strategy tells your prospects that gaining their desired benefit isn't easy but your product will not make it quite so hard on them. It shows you are being up front and honest with them (ex. most people know that losing weight is hard). You just need to keep stressing the positive outcome they will get from using your product.

12. The "Don't Copy Them" Strategy

The "most (type of people) fail at (your product's benefit), please don't make the same mistake..." strategy tells your prospects that doing the same things as other people keeps them from reaching their goals. They will realize what they are doing wrong and want to do something about it so they are not like the others.

13. The "This Steps Important" Strategy

The "(no.) easy steps to (your product's benefits), leave step (no.) out and you could (a negative effect)...." strategy tells your prospects that they will get step-by-step instructions with your product to gain their desired benefit. But they are warned that if they leave out a critical step it could make their life worse. It warns them not to try to gain the desired benefit without purchasing your product or by going with someone else.

14. The "1,2,3" Strategy

The "it's as easy as 1, 2, 3 (or A, B, C)..." strategy tells your prospects that you are comparing gaining their desired benefit with your product to something really easy like counting. You could even list some easy little steps beside each number or letter. (ex. 1. (do this), 2. (do this,) 3. (do this), etc.)

15. The "Don't Overuse It" Strategy

The "yes, it works like crazy but just don't overuse it..." strategy tells your prospects that your product works so well that it's addictive and they could possibly abuse it. You could use a little reverse psychology and tell them to purchase it at their own risk.

16. The "Funny But True" Strategy

The "(your product's unbelievable benefit), don't laugh, it really is true..." strategy tells your prospects you expect them not to believe your product claims. They will know that you know they may not believe your offer. They will assume what you're saying is true because you wouldn't want to reveal that you know your product

results are far-fetched.

17. The "Family Testimonial" Strategy

The "my husband finally has (your product's benefit), thank you (your business name)..." strategy tells your prospects that an actual family member or friend of one of your customers gave you a testimonial for your product. They will actually start to imagine the benefits that their own family members or friends will receive from them purchasing your product.

18. The "Tiny But Huge" Strategy

The "learn why such a seemingly insignificant thing can make a huge difference..." strategy tells your prospects that taking your product for granted or ignoring your sales letter could be a big mistake. They will be curious to know how your insignificant product or information could improve your life.

19. The "Empty-Handed" Strategy

The "please don't leave empty-handed..." strategy tells your prospects that you have another offer for them in case they decide not to purchase your main product. You could place the ad at the end of your sales letter, on an exit pop up or on a full exit page. It could be a one time offer for another product(s), a freebie that has ads in it, an affiliate product you promote for commissions or a free subscription to your e-zine.

20. The "Face Your Problems" Strategy

The "are you currently facing any of the following problems (the list of problems your product can help to fix)?..." strategy tells your prospects if they have any of those problems, they may need to purchase your product. You could also tell them after the list of problems that if they have one or more of the following problems, then this will be the most important letter they'll ever read.

21. The "Inspect This" Strategy

The "I encourage you to inspect this letter very carefully before you decide to (your product's benefit)..." strategy tells your prospects that you want them to be absolutely sure they won't waste their money on your product. People will assume you're not just out to get their money and you are looking out for their best interests.

22. The "Same Challenges" Strategy

The "I faced the same challenges that you are facing now and understand your problems..." strategy tells your prospects that you faced the same problems they did once before you used your own product. They will be more persuaded to buy from someone who was once in their shoes.

23. The "Problem-Free" Strategy

The "(your prospect's problem) is going to be a thing of the past because now, I am going to help you..." strategy tells your prospects that your product will help put their problems behind them. Most will be interested in investing in a problem-free future.

24. The "Up The Commission" Strategy

The "refer 10 customers = (\$)
a month, refer 50 customers = (\$)
a month, etc..." strategy tells your prospects that if they join your affiliate program, they could potentially earn a nice monthly income and eventually quit their jobs or have extra money for the finer things in life. Your affiliate program will also give them justification for buying your product because they will get their money back.

25. The "For The Long Haul" Strategy

The "if you're looking for a quick fix then this isn't for you..." strategy tells your prospects to wonder why you would say such a thing when you're trying to make money and sell them a product. You can tell them later that your product will give them a viable long-term solution for their problem.

26. The "Listen To This" Strategy

The "listen to this (you reading your sales letter), if you can't hear it, turn up your speakers..." strategy tells your prospects that they won't have to sit and read your sales letter, they can just listen. Most people read all day long - from print publications to web sites. Sometime they just want to sit back and rest their eyes.

27. The "Some Day" Strategy

The "are you one of those people that say, 'Some day, I'm going to (your product's benefit)'..." strategy tells your prospects that day may never come unless they purchase your product. You just need to motivate them to stop procrastinating and take that beneficial step

today.

28. The "Labeling" Strategy

The "warning: this material is definitely not suitable for people that are (a negative label)..." strategy tells your prospects that they don't want to be labeled that way and read your sales letter. If they want to be known as the opposite of your specific label, they will likely purchase your product.

29. The "You Don't Have To Be" Strategy

The "let me repeat: you do not have to be a (type of person) to (your product's benefit)..." strategy tells your prospects they don't have to have any specific skills, ability, training and/or knowledge to use your product. The type of person could be an expert, athlete, MBA, college graduate, rocket scientist, etc.

30. The "Won't Cost A Dime" Strategy

The "why this product won't actually cost a dime..." strategy tells your prospects that there is a way to get your product for free and they may read the rest of your sales letter and buy. Tell them they will get the full duplication and resell rights to your product and all they will have to do is sell just one at the same price.

31. The "Recoup Your Investment" Strategy

The "there are (no.) ways to recoup your entire investment, there's no risk..." strategy tells your prospects there are plenty of ways to

get your product for no cost. You could tell them they could join your affiliate program, sell it at an online auction if they don't like it, ask for a refund, give it to a friend as a present and it will save them from buying a gift, etc.

32. The "\$1 Marriage" Strategy

The "how to get started for just \$1.00..." The strategy tells your prospects they won't be required to pay a huge up-front fee to start the process of gaining their desired benefit. You will get their payment information and can charge them for the full amount in, like, 30 days. Plus, it makes them make a stronger commitment than just offering a 30-day trial.

33. The "Until You Read This" Strategy

The "why you shouldn't spend another penny on (your type of product or benefit) until you read this..." strategy tells your prospects that they could be making a big mistake purchasing from your competition. They will definitely be persuaded to read your sales letter and see your reasons.

34. The "Copycat Cons" Strategy

The "don't be fooled by copycats who have no proof that their product works..." strategy tells your prospects that your product is the original and your competition's products are just cheap clones. They will realize that you have actual evidence to show that your product works.

35. The "Lost My Mind" Strategy

The "my friends, family and associates think I've lost my mind..." strategy tells your prospects that you did something crazy for them to question your sanity. It could be that you're offering a super low price, tons of bonuses, a strong guarantee, etc.

36. The "Your Biggest Questions?" Strategy

The "what are your biggest questions about (something related to your product)?..." strategy tells your prospects you are about to tell them the answers to their questions. Your answers need to back up your product claims and persuade them to buy.

37. The "Angry Competition" Strategy

The "my competition is fully enraged over how low I'm selling my products for..." strategy tells your prospects that they won't find a lower price at your competition's place of business. You could even give them a little more detail or show them copies of the hate and flame messages that you've received from them. Why would they want to ever buy from a crybaby?

38. The "Loyalty Discount" Strategy

The "I'm giving a 50% discount to anyone that has purchased any of my own past products or affiliate products for the next (no.) days..." strategy tells your prospects that if they have been active customers, they will have a lower price than the freebie seekers. They may even end up buying at the full price because they see how well you treat your customers.

39. The "Just Read And Save" Strategy

The "I could charge you well over (\$) for this strategy but I'll reveal it to you for no cost towards the end of this letter..." strategy tells your prospects that they could save a ton of money just by reading your sales letter. They will be inquisitive about what the strategy is and why you are giving it away for free.

40. The "I'm Not Lazy" Strategy

The "the successful people take action, unsuccessful people are lazy and complain about everything..." strategy tells your prospects if they want to be successful in gaining their desire benefit, they need to take action and purchase your product. People don't want to be labeled lazy or be considered a complainer who never does anything about their problems.

41. The "Idea" Strategy

The "bonus: get free access to my private, members only mastermind group..." strategy tells your prospects if they purchase your product, they'll get to brainstorm and discover new ideas with you and the rest of your members. Most people know it only takes one good idea to improve their life.

42. The "Promotional Reward" Strategy

The "if you promote my site and sell over (no.) products, I will promote your product..." strategy tell your prospects that they will be rewarded for being a productive affiliate. They may want to purchase

your product to know how best to present it to their own prospects.

43. The "Only One Sale" Strategy

The "I'll give you 100% of the first sale commission to make your investment back instantly..." strategy tells your prospects they only need to make one sale and your product will cost them absolutely nothing. It will literally remove any concerns they may have about the price of your product.

44. The "Whisper In The Ear" Strategy

The "psst...do you want to learn a secret about (your prospect's benefit)?..." strategy tells your prospects they are about to learn a closely guarded piece of information. The 'psst' will grab their attention because you don't see it often in the written word and people assume a hush, hush secret usually follows it.

45. The "Offensive" Strategy

The "beware: if you are easily insulted, then do not read this..." strategy tells your prospects to wonder how your information could possibly offend them. It will make them nosey and want to read the rest of your sales letter. It also uses some reverse psychology by telling them not to read your ad. Just make sure your offensive information will influence them to purchase your product.

46. The "Give You A Hint" Strategy

The "I have a secret, important message to send you on (date). Can't

wait? I'll give you a hint..." strategy tells your prospects to be prepared to read your message on your selected date and gets them intrigued about it. The hint could be a riddle, some initials, sentences with words left out, etc.

47. The "Cheap Future" Strategy

The "it's cheap because I know if you like it you'll buy more products from me in the future..." strategy tells your prospects a very good reason why your product is so much cheaper than your competitions. You should always have a believable reason why if your price is considered very low because people may mistake your product as being junk.

48. The "They'll Tell You" Strategy

The "ask (no.) out of 100 (experts in your niche) and they'll tell you..." strategy tells your prospects almost every expert in your market recommends or gives supporting information about your product. You could even bet them that an expert they know will back up your product, tell them to ask him or her.

49. The "Betting" Strategy

The "I bet you're in the same situation I was, assuming it's not important to (your product's benefit)..." strategy tells your prospects that they should consider looking at your proof and bet them they will change their mind. You could also show them beneficial pictures of your life before and after using your own product.

50. The "Bonus Buildup" Strategy

The "I'll be adding a new bonus every day for a (week/month)..." strategy tells your prospects that they will get future bonuses after they buy your product. Plus the more bonuses you add, the more it will persuade the people that aren't quite sure about purchasing yet. You could give them a persuasive hint about each bonus and keep the bonuses a mystery to build excitement.

Secret Marketing Strategies - Volume #30

1. The "To The Point" Strategy

The "I'm going to get right to the point..." strategy tells your prospects you are simply going to tell them what your product is and how it works without all the hype. They will assume you won't be using any pressure tactics and you'll allow them to come to their own conclusion about how your product can improve their life.

2. The "Paragraph Branding" Strategy

The "remember what I said a few paragraphs ago?...." strategy tells your prospects to read one of your product's benefits again. When people read something over and over it gets programmed in their brain and will influence them to buy. It's like you are branding your product again and again within your ad copy.

3. The "Stacks Up Well" Strategy

The "as you can see (your product's name) stacks up well against the competition..." strategy tells and shows your prospects a comparison

chart of your product up against your competition's product. It lets them take a more detailed look at some of the benefits and features of your product and similar products.

4. The "Instant Split" Strategy

The "you'll get paid instantly to your (account name) account..." strategy tells your prospects that your affiliate program offers instant split payments. They will like the fact that they will be rewarded immediately for every sale they refer. They will also be motivated to keep promoting your product.

5. The "One Shot" Strategy

The "you only get one shot to (your product's or bonuses' benefit)..." strategy tells your prospects they will have only one chance to purchase your product or bonuses and then it will be gone forever. You could sell that particular version of your product package for a limited time and limit the number of copies you will sell.

6. The "Eavesdrop On Me" Strategy

The "eavesdrop on my secret conversations with top (types of experts)..." strategy tells your prospects they can call in and hear you and other experts if they register for your teleseminar. People will assume they will hear some free strategies that could improve their life. You could of course promote your product at the end of the call. Just make sure your conversations back up your product benefits.

7. The "Un-Everything" Strategy

The "it's unscripted, unedited, uncut, uncensored, unrecorded, unrehearsed..." strategy tells your prospects that your audio or video product is live or was recorded live and will be presented without editing. People will be interested because they may hear some information that should be off-the-record. It may give them an advantage for reaching their desired goals.

8. The "Give Up" Strategy

The "I was ready to give up for good until something changed my life forever..." strategy tells your prospects that if they are ready to throw in the towel on gaining their desired benefit, your product could be the answer. They will assume since you were ready to give up, you totally understand their situation and would steer them in the right direction.

9. The "Gift Giving" Strategy

The "you also can send this gift to (no.) of your friends or family members..." strategy tells your prospects that you care about their friends and family too. People like to give gifts to people they love and care about. Of course, you should include your product ad somewhere on the freebie. It will send your advertising all over the Internet using a 'tell a friend' script.

10. The "Vacation" Strategy

The "see a picture of me while I was on my vacation..." strategy tells and shows your prospects personal pictures of you and the benefits they could enjoy as a result of owning your product. A vacation photo could be used for money-making products, losing weight products,

cosmetic products and anything else related to a taking a vacation.

11. The "Don't Get Confused" Strategy

The "don't confuse this with (your competition's product or a type of product)..." strategy tells your prospects that your product isn't what they assume. They will want to read your sales letter to know exactly why. For example, don't confuse this with MLM, don't confuse this with the imitations, etc.

12. The "Trick Or Treat" Strategy

The "this is not some trick..." strategy tells your prospects that you aren't going to con them into ordering something they don't want by giving them a freebie. Most people in the past have signed up for free "how to" information that doesn't give all the promised benefits without them having to buy something else, like an up-sell offer.

13. The "Time Limited Recording" Strategy

The "we have received many messages from people that weren't able to make the call so..." strategy tells your prospects that you recorded the call so they could listen to it at their leisure. You could also tell them it will be up for only a few days to create more urgency for them to listen to it sooner and possibly purchase your back-end product.

14. The "Keep Dreaming" Strategy

The "just keep daydreaming that you'll (your product's benefit),

which won't happen unless you take action..." strategy tells your prospects that the only way they'll gain their desired benefit is do something about it. Tell them how easily they can make their dreams come true if they just order your product.

15. The "You're Privileged" Strategy

The "this is for (owner's name) prospects only..." strategy tells your prospects that they have privileges that other people don't have because they were smart enough to be the owner's prospect. The target offer could be for a discounted price, a freebie, extra bonuses, etc.

16. The "Ship Or Sink" Strategy

The "get free shipping on all orders placed by (date)..." strategy tells your prospects if they are remotely interested in your product, they should buy now to save money on shipping costs. Another idea is to offer free, faster shipping times to people that spend over a certain dollar amount.

17. The "It Starts Low" Strategy

The "the price starts low at (\$) and goes up (no.) cents every (no.)(minutes/hours)..." strategy tells your prospects that they have very little time to order before the price goes up. This type of sale creates more urgency than sales that are for a few days or weeks.

18. The "More Sold, More Gold" Strategy

The "first (no.) packages are (\$), the second (no.) packages are (\$), etc..." strategy tells your prospects that if they order sooner, they will save money. You could even have a live countdown on your web site of how many packages are left till the price goes up.

19. The "Everyone, Anyone" Strategy

The "we have customers from all walks of life, and from over (no.) countries worldwide..." strategy tells your prospects it doesn't matter who they are or where they're from. People sometimes stop themselves from purchasing certain products because of the situation they are in or because they have limiting beliefs.

20. The "Idiot" Strategy

The "even a complete idiot could (your product's desired benefit)..." strategy tells your prospects that they don't have to be smart or intelligent to use your product. People will assume they will get even more benefits out of your product because they likely won't consider themselves to be a complete idiot. For example, 'If a complete idiot can do it, I surely could.'

21. The "No One's Left Out" Strategy

The "we have a newbie quick start guide and instructions..." strategy tells your prospects even though your product was made for experts or professionals, you have information that even beginners can understand. You'll be able to sell to both kinds of people, which increases your market share.

22. The "End Of An Era" Strategy

The "the days of (a negative action) are over, (your product's name) will do (no.) percent of the work for you..." strategy tells your prospects that your product will relieve them of doing a frustrating maneuver. The higher your percentage, the higher the chance they will likely purchase your product.

23. The "We Listen To You" Strategy

The "major update: backed by popular demand we just upgraded (your product's name) with (a certain feature/benefit)..." strategy tells your prospects that you just improved your product. People will assume you took the advice of your current customers. They will like the fact that you listen to your customers' requests.

24. The "Categorization" Strategy

The "do you fit any of these categories (a list of your prospect's known problems)?..." strategy tells and reminds your prospects of all the possible negative situations they have in their life without your product. You just need to prove that your product will lift the weight off their shoulders.

25. The "You Only Live Once" Strategy

The "well, how much is this going to cost me? Look, if you have to ask that then you are not that serious about improving your life..." strategy tells your prospects that they shouldn't let price get in the way of them reaching their goals. Tell them they can always make more money but they only live once.

26. The "Argue And Fight" Strategy

The "(another expert) and I got into a huge argument the other day about (something related to your product)..." strategy tells your prospects that there is a major fight brewing that could affect their desired benefits. People are attracted to controversy and want to hear about the drama and results of it.

27. The "In A Hurry?" Strategy

The "if you are in a rush, click here now (your web site address)..." strategy tells your prospects if they are busy or in a hurry, they don't have to read your message but can just go straight to the web site. Some people don't have time to read all the hype and rather just read all the details at once on your web site.

28. The "Fill-The-Blank" Strategy

The "discover how to ____ in ____ days..." strategy tell your prospects the basics of one of your product benefits and makes them curious as to what should be filled in the blanks. They will likely want to visit your web site or purchase your product to find out.

29. The "Your Last Warning" Strategy

The "you can't complain about the fact that you didn't have a chance to buy because this is your (no.) warning..." strategy tells your prospects there isn't much time left to purchase the limited supply of your products. People will register the thought about missing out on a past product they didn't buy and kick themselves for it. Just that

memory alone could persuade them to buy.

30. The "Don't Trust Me" Strategy

The "then don't ever trust me again..." strategy tells your prospects you must be telling the truth about your product because you are laying your honesty on the line. You could tell them if your product doesn't help them gain their desired benefit, they never have to visit your web site again or read your messages.

31. The "Bought Everything?" Strategy

The "have you searched high and low for (your product's benefit) and gone into debt buying every new product that comes out, only to find that all of them failed?..." strategy tells your prospects to read on if they mentally answered yes. You will need to present strong evidence that your product is the solution and won't be like all the others they've bought in the past.

32. The "Do Something About It" Strategy

The "don't sit around waiting for someone to solve your problems, do something about it..." strategy tells your prospects that your product will help them solve their problems without other people's help. You can tell them you've done all the work for them, they just need to invest a little money.

33. The "Bandwidth Limit" Strategy

The "sorry the server crashed, here it is the web site again..."

strategy tells your prospects that tons of people are interested in your offer and the web site exceeded its bandwidth. You can apologize and give them another chance to view your offer. You can tell them they won't be wasting their time because you switched to a different server.

34. The "A Tiny Percent" Strategy

The "(no.)% of all the work has already been done, just finish the remaining (no.)% by just following these easy steps..." strategy tells your prospects that they should purchase your product, follow the directions and experience the rewards. People will realize that getting the remaining percent isn't that difficult to gain their desired benefits.

35. The "They Charge More" Strategy

The "just imagine how much a (type of professional) would charge you..." strategy tells your prospects that your lower priced product will eliminate the need for a trained expert. For example, your cheaper product could save them money on hiring a repair man, lawyer, consultant, electrician, mechanic, ghost writer, etc.

36. The "Negative Or Positive" Strategy

The "would you like to go through all the (negative effects) or enjoy all the (positive effects)?..." strategy tells your prospects to make a choice between a good or bad experience. Of course you would persuade them that your product will give them the positive effects. It could be saving them from moving, saving time, being successful, etc.

37. The "Ticked Off" Strategy

The "I just ticked off a bunch of (type of experts/competition in your niche)..." strategy tells your prospects to wonder why all these other professionals would be so mad at you. Of course it would be because your product is so much better than theirs. You can tell them you revealed their closely guarded secrets and they are boycotting your web site, bad mouthing you, sending you threatening letters, etc. You will really get your prospects' attention.

38. The "In The Long Run" Strategy

The "you can't afford not to own (your product's name)..." strategy tells your prospects the more time they wait to purchase your product, the more it will cost them in the long run. You could even tell them the exact negative effects that will cost them more money. For example, health problems, water damage, gas mileage, etc.

39. The "Sorry, No Bonuses" Strategy

The "where are the bonuses? I'm not going to offer you a single bonus because..." strategy tells your prospects that your product is valuable enough to stand on its own. You can tell them that you are not going to try to bribe them with a bunch of cheap reports or e-books that have some made up, high priced retail value. Many people will like the fact that you are not trying to insult their intelligence.

40. The "Out Of The Loop" Strategy

The "I had originally sold this privately to only my existing customers..." strategy tells your prospects that they were left out of

the loop before because they weren't an existing customer. Most people will want to purchase your product so they don't miss out on any more of your private, customer-only sales. That way they will have one of the first opportunities to benefit in the future.

41. The "Sold Per Day" Strategy

The "(no.) have been pre-sold. Day 1 (no.) left, Day 2 (no.) left, Day 3 (no.) Today (no.) left..." strategy tells your prospects the rate per day which your limited supply of products are selling at. It will show a clearer picture of just how fast your products are selling and how many remain.

42. The "My Ranking" Strategy

The "my traffic ranking is (no.) out of millions of web sites and improving every day..." strategy tells your prospects that your product must do what you say it does or you wouldn't be getting all those hits. You could also list how many sites link to you, your PR ranking, how many pages mention your web site, etc.

43. The "Find It Cheaper?" Strategy

The "if you find a cheaper (your type of product) I'll give you mine for free..." strategy tells your prospects that with that kind of offer, you must have the lowest costing one. Most people wouldn't waste their precious time searching for a cheaper priced product unless yours was a high ticket item.

44. The "Even Cheaper" Strategy

The "if you find a cheaper product I will sell you ours for an even lower price..." strategy tells your prospects that you are confident that you can beat any of your competition's prices. People like to buy from confident, highly competitive businesses because it keeps the costs down.

45. The "Funny Story" Strategy

The "this story is funny as..." strategy tells your prospects they are about to laugh and be entertained. If you can think of a hilarious story to relate to your product, it can be a goldmine. Most people want to give something back to you for the comical, rewarding story and experience. Most people can be persuaded easier if they are in a giving kind of mood.

46. The "Childish Challenge" Strategy

The "my friends (no.) year old kid (your product's benefit in (no.) (minutes/hours/days)..." strategy tells and persuades your prospects that if a child could gain their desired benefit, how could they possibly fail. It will remove all the doubts about your product and your prospect's limiting beliefs. Maybe you could even get permission to use the kid's testimonial with a picture.

47. The "Sick Of Them" Strategy

The "I'm so sick of my competition whining and crying to me about..." strategy tells your prospects that your competition is complaining about something you are doing. If you get those types of letters or phone calls from your competition, then tell your prospects and customers about it. It will make them look bad and

you'll look like you know what you are doing. They could be complaining about your low prices, your marketing tactics, your product ads, etc.

48. The "Open The Flood Gates" Strategy

The "people have been begging me to open the doors again and I have..." strategy tells your prospects that they can get access to your popular membership web site or product. People will assume if people have been asking you for months to reopen it, it must be a good. You can also tell them how many spots you have open so it creates urgency.

49. The "Push To Improve" Strategy

The "you may be wondering why I'm so heavily promoting (your product name)..." strategy tells your prospects the reason why you are pushing or marketing your product to them so much. You can tell them that you want to improve as many people's lives as you can and eliminate the targeted problems they have.

50. The "Measly" Strategy

The "what can a measly (\$) get you?..." strategy tell your prospects that they can get something so cheap that could improve their lifestyle. Some people consider low priced products as junk so you'll need some convincing evidence that your product works like you says it does.

Conclusion:

I hope that reading all these strategies was both educational and inspiring for you. The day will come when one or more of these strategies will have a beneficial impact on your business.

If you've already found some strategies to try out, don't delay, start putting them into action immediately. The sooner you get started, the sooner you will be able to profit.

Keep in mind that marketing can change over time, so be sure you keep up to date with the latest marketing strategies. The more you know about marketing, the more successful you will become.

To your success,
Larry Dotson