

Secret Marketing Strategies: Volumes #11 - #20

by Larry Dotson

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The Table Of Contents

Introduction

Secret Marketing Strategies - Volume #11

1. The "Squeeze It Out?" Strategy
2. The "Free Endorsements" Strategy
3. The "100/50" Strategy
4. The "100% Option" Strategy
5. The "Million Times" Strategy
6. The "It's Not 100%" Strategy
7. The "You Or Someone Else" Strategy
8. The "Guess Work" Strategy
9. The "Kick Start Offer" Strategy
10. The "All Wrong" Strategy
11. The "Yours Forever" Strategy
12. The "Moderator" Strategy
13. The "Times And Counting" Strategy
14. The "Trust Me?" Strategy
15. The "What You're Missing" Strategy
16. The "Bad Days, Good Days" Strategy
17. The "Real Money" Strategy
18. The "Common Question" Strategy
19. The "Injury Warning" Strategy
20. The "Proof Positive" Strategy
21. The "Required Reading" Strategy
22. The "Viral Language" Strategy

23. The "Alternative Options" Strategy
24. The "Share It" Strategy
25. The "First Time" Strategy
26. The "End Result" Strategy
27. The "One For A Friend" Strategy
28. The "Extra Product" Strategy
29. The "You Test It" Strategy
30. The "Mr. Letter" Strategy
31. The "Private Sale" Strategy
32. The "Riddle" Strategy
33. The "Sizzles Out?" Strategy
34. The "Secret Squeeze" Strategy
35. The "First To Try" Strategy
36. The "Homeless" Strategy
37. The "150 Proof" Strategy
38. The "In The Long Run" Strategy
39. The "Memory Loss" Strategy
40. The "Order Up" Strategy
41. The "I'm A Hermit" Strategy
42. The "Small But Big" Strategy
43. The "Request Bonus" Strategy
44. The "Hourly Advice" Strategy
45. The "Promised And Failed " Strategy
46. The "I'll Beat It" Strategy
47. The "Cancel It" Strategy
48. The "Time Out" Strategy
49. The "Take It With You" Strategy
50. The "Begging To Promote" Strategy

Secret Marketing Strategies - Volume #12

1. The "Self Education" Strategy

2. The "Won Many Contests" Strategy
3. The "Lucky One" Strategy
4. The "Pick Your Risk" Strategy
5. The "No Catches" Strategy
6. The "Easy And Hard" Strategy
7. The "Click And Donate" Strategy
8. The "Empty The Bank" Strategy
9. The "Collective Experience" Strategy
10. The "More Is Less" Strategy
11. The "Big Offer" Strategy
12. The "Past Purchase" Strategy
13. The "eBook Letter" Strategy
14. The "Tell Your Friends" Strategy
15. The "Product Game" Strategy
16. The "New Law" Strategy
17. The "Repeat Performance" Strategy
18. The "Personal Letter" Strategy
19. The "Exciting Launch" Strategy
20. The "They Bribed Me" Strategy
21. The "Disappearing Act" Strategy
22. The "Proof Of Value" Strategy
23. The "Tag Team" Strategy
24. The "Informative Evidence" Strategy
25. The "It Gets Worse" Strategy
26. The "Defy The Truth" Strategy
27. The "One Line Excerpt" Strategy
28. The "Multiple Studies" Strategy
29. The "Eye For An Eye" Strategy
30. The "Feel It Yet?" Strategy
31. The "Bonus Upsell" Strategy
32. The "Censor The Customers" Strategy
33. The "Expiration Date" Strategy
34. The "Urgent Gift" Strategy

35. The "They Are Lying" Strategy
36. The "Giving Clause" Strategy
37. The "Works While Playing" Strategy
38. The "Future Coupon" Strategy
39. The "Full Of Facts" Strategy
40. The "Choose Your Income" Strategy
41. The "Your Own Staff" Strategy
42. The "Skip And Benefit" Strategy
43. The "Stupid Excuses" Strategy
44. The "Media Outbreak" Strategy
45. The "Why Spend Money?" Strategy
46. The "I Was Too Late" Strategy
47. The "Omitted Pitch" Strategy
48. The "Multiple Brands" Strategy
49. The "Doomed To Fail" Strategy
50. The "Benefits Of Life" Strategy

Secret Marketing Strategies - Volume #13

1. The "Reinvestment" Strategy
2. The "Two Types Of People" Strategy
3. The "It's Not Right" Strategy
4. The "Weekly Motivation" Strategy
5. The "Two Options" Strategy
6. The "Wait Is On" Strategy
7. The "Dime" Strategy
8. The "5 In 1" Strategy
9. The "Only One Authorized" Strategy
10. The "VIP Party" Strategy
11. The "First To \$1 Race" Strategy
12. The "Secret And Private" Strategy
13. The "Refund Countdown" Strategy

14. The "Two Sales Letters" Strategy
15. The "I Deleted It" Strategy
16. The "J.V. Crunch" Strategy
17. The "Inch By Inch" Strategy
18. The "Time Frame" Strategy
19. The "Quick Payback" Strategy
20. The "Volume Bonus" Strategy
21. The "Remember These Words" Strategy
22. The "I'm Buying Advertising" Strategy
23. The "Buy To Own" Strategy
24. The "Be Like Your Idol" Strategy
25. The "Want To Be Famous?" Strategy
26. The "Blue Underlined Text" Strategy
27. The "Question/Answer" Strategy
28. The "In The Same Light" Strategy
29. The "Unlike Others" Strategy
30. The "Question Letters" Strategy
31. The "Light Package" Strategy
32. The "Checked And Verified" Strategy
33. The "Buy Or Scratch" Strategy
34. The "Traveling Sucks" Strategy
35. The "Unwanted Product" Strategy
36. The "O.T.O. Price" Strategy
37. The "Side Effects" Strategy
38. The "Injury Risk" Strategy
39. The "Pop Quiz" Strategy
40. The "Back Door" Strategy
41. The "Multiply That Feeling" Strategy
42. The "Technology Class Room" Strategy
43. The "Aren't Born That Way" Strategy
44. The "Novice Advantage" Strategy
45. The "Demonstration" Strategy
46. The "Hand Picked J.V. Partner" Strategy

47. The "Spend Quality Time" Strategy
48. The "Traffic Discount" Strategy
49. The "In A Year's Time" Strategy
50. The "Reoccurring Cheap Deal" Strategy

Secret Marketing Strategies - Volume #14

1. The "Better Deal" Strategy
2. The "Out Bid Everyone" Strategy
3. The "OTO Special Sale" Strategy
4. The "Sorry, No Bonuses" Strategy
5. The "How Much Effort?" Strategy
6. The "Job Placement" Strategy
7. The "Past Into Product" Strategy
8. The "Happy Birthday" Strategy
9. The "Sound Complicated?" Strategy
10. The "Real Time Numbers" Strategy
11. The "What's Mandatory?" Strategy
12. The "JV First With Me" Strategy
13. The "Want To Advertise?" Strategy
14. The "It Took Forever" Strategy
15. The "Foreign Friendless" Strategy
16. The "Double Mystery" Strategy
17. The "Physical Downfalls" Strategy
18. The "One Opportunity" Strategy
19. The "Is It A Gamble?" Strategy
20. The "Problem After Problem" Strategy
21. The "Define The Name" Strategy
22. The "Time Of Year" Strategy
23. The "Do They Benefit?" Strategy
24. The "Finders For Free" Strategy
25. The "Bonus Addition" Strategy

26. The "They're Protecting It" Strategy
27. The "Everyday Experience" Strategy
28. The "My Friend's Advice" Strategy
29. The "Extra Per Month" Strategy
30. The "Divided Speaker" Strategy
31. The "Numbers Don't Lie" Strategy
32. The "Steal Their Success" Strategy
33. The "Buy Then Resell" Strategy
34. The "Server Overload" Strategy
35. The "Hit Higher Commissions" Strategy
36. The "Before I Do" Strategy
37. The "Price Story" Strategy
38. The "Benefit's Value" Strategy
39. The "Older And Upgraded" Strategy
40. The "Need And Wants" Strategy
41. The "Hiding Something" Strategy
42. The "Bonus Evidence" Strategy
43. The "First To Know" Strategy
44. The "Contest Updates" Strategy
45. The "Learn Something New" Strategy
46. The "TOC Omissions" Strategy
47. The "Forget Taking Notes" Strategy
48. The "Offline Gift" Strategy
49. The "I Haven't Been Drinking" Strategy
50. The "Last Date" Strategy

Secret Marketing Strategies - Volume #15

1. The "Feeling Guilty?" Strategy
2. The "Valuable Skill" Strategy
3. The "They Are Lazy" Strategy
4. The "What Problem?" Strategy

5. The "Unsaturated" Strategy
6. The "Resell Comparison" Strategy
7. The "Keep This Safe" Strategy
8. The "1 Minute Application" Strategy
9. The "Resell Gifts" Strategy
10. The "Camouflage" Strategy
11. The "Double Sale" Strategy
12. The "Master It Fast" Strategy
13. The "Measly Yes" Strategy
14. The "Why So Cheap?" Strategy
15. The "No Promises" Strategy
16. The "Carbon Copy" Strategy
17. The "Select A Buyer" Strategy
18. The "Undisclosed Goal" Strategy
19. The "Lowest ROI" Strategy
20. The "Talk To Yourself" Strategy
21. The "Re-Reading" Strategy
22. The "Million Dollar Secret" Strategy
23. The "I Own Many" Strategy
24. The "No Reason" Strategy
25. The "Extra Resources" Strategy
26. The "Anyone Of You" Strategy
27. The "Hyper Keyword" Strategy
28. The "Leave Now" Strategy
29. The "Niche Bonus" Strategy
30. The "Negative Guarantee" Strategy
31. The "Affiliate Tease" Strategy
32. The "Check it" Strategy
33. The "Junkie" Strategy
34. The "Advertising Specialty" Strategy
35. The "Commission Call" Strategy
36. The "Myth And Fact" Strategy
37. The "It's Your Fault" Strategy

38. The "Perfect Time" Strategy
39. The "Behind The Scenes" Strategy
40. The "Personalized" Strategy
41. The "Trust Who?" Strategy
42. The "What's Wrong?" Strategy
43. The "I'll Pay You If" Strategy
44. The "It's Non-Sale" Strategy
45. The "My Last Nickle" Strategy
46. The "Depressing Life" Strategy
47. The "Guarantee Count-Up" Strategy
48. The "Don't Care?" Strategy
49. The "Negociate A Sale" Strategy
50. The "Don't Assume" Strategy

Secret Marketing Strategies - Volume #16

1. The "Blast From The Past" Strategy
2. The "Bought Everything" Strategy
3. The "A Bonus Date" Strategy
4. The "Buyer Advantage" Strategy
5. The "Buy A Bio" Strategy
6. The "Inside The Mind" Strategy
7. The "Bed Of Nails" Strategy
8. The "Back You Up" Strategy
9. The "My Favorite" Strategy
10. The "Normal Than Usual" Strategy
11. The "Law" Strategy
12. The "I Took The Dare" Strategy
13. The "1001 Ways" Strategy
14. The "Like Gold" Strategy
15. The "Up-Front Commission" Strategy
16. The "Your Thoughts?" Strategy

17. The "Candy Bar" Strategy
18. The "Notary Public" Strategy
19. The "What Vacation?" Strategy
20. The "Cheap Event" Strategy
21. The "No Affiliate Discount" Strategy
22. The "Tick Tock" Strategy
23. The "Exaggeration" Strategy
24. The "Proof Of Receipt" Strategy
25. The "Don't Buy Today" Strategy
26. The "Busy Forum" Strategy
27. The "Almost 100%" Strategy
28. The "Expired Agreement" Strategy
29. The "Less Effective" Strategy
30. The "I Worked There" Strategy
31. The "Sold Separately" Strategy
32. The "Quiet Benefits" Strategy
33. The "Cheating Yourself" Strategy
34. The "Automatic Delivery" Strategy
35. The "Exact Steps" Strategy
36. The "Half As Good" Strategy
37. The "Sequel Is Coming" Strategy
38. The "Just Like Free" Strategy
39. The "Delayed Identity" Strategy
40. The "Fits Anywhere" Strategy
41. The "Students Only" Strategy
42. The "Which Is Right?" Strategy
43. The "Past Purchases" Strategy
44. The "Cheap Repurchases" Strategy
45. The "Fast Returns" Strategy
46. The "Breaking The Law?" Strategy
47. The "Daily Commissions" Strategy
48. The "Crying" Strategy
49. The "Resell It First" Strategy

50. The "Qualification" Strategy

Secret Marketing Strategies - Volume #17

1. The "On Call Expert" Strategy
2. The "Puzzle Solver" Strategy
3. The "Stimulation" Strategy
4. The "My Opinion" Strategy
5. The "Junk Products" Strategy
6. The "Extended Value" Strategy
7. The "Search Is Over" Strategy
8. The "Required Purchase" Strategy
9. The "What It Takes" Strategy
10. The "Buddy-Less Testimonials" Strategy
11. The "Mob" Strategy
12. The "Text Tricks" Strategy
13. The "Flesh And Blood" Strategy
14. The "Buying Defense" Strategy
15. The "Know Me?" Strategy
16. The "Reserve Your Number" Strategy
17. The "Information Is Dangerous" Strategy
18. The "Layers Of Protection" Strategy
19. The "Can I Sell It?" Strategy
20. The "Total Breakdown" Strategy
21. The "No Copywriter Here" Strategy
22. The "Take A Tour" Strategy
23. The "Controversial" Strategy
24. The "Is It Worth It?" Strategy
25. The "Misconception" Strategy
26. The "Out Of This World" Strategy
27. The "I Need To Be Paid" Strategy
28. The "Super Human Sucks" Strategy

29. The "I'm Not A Tease" Strategy
30. The "Strict Criteria" Strategy
31. The "Take A Chance" Strategy
32. The "Old Bonuses" Strategy
33. The "Triple Tickle" Strategy
34. The "Monopoly" Strategy
35. The "No Promises" Strategy
36. The "Bag Of Chips" Strategy
37. The "It's About Time" Strategy
38. The "Sleep At Night" Strategy
39. The "Heathy Product" Strategy
40. The "Check The Auctions" Strategy
41. The "Sales Letter Stats" Strategy
42. The "Just One More" Strategy
43. The "Suspend Your Disbelief" Strategy
44. The "Bad Job" Strategy
45. The "It's My Diamond" Strategy
46. The "Teach You" Strategy
47. The "100% OTO" Strategy
48. The "Stats Do Lie" Strategy
49. The "It's Not That Long" Strategy
50. The "Secret Launch" Strategy

Secret Marketing Strategies - Volume #18

1. The "Early To Rise" Strategy
2. The "Penny Seminar" Strategy
3. The "It's Not A Reunion" Strategy
4. The "Cheat Sheet" Strategy
5. The "Small Group" Strategy
6. The "It's Obsolete" Strategy
7. The "Lite Diet" Strategy

8. The "Hard Way" Strategy
9. The "Juvenile Delinquent" Strategy
10. The "I Was Busy" Strategy
11. The "Banned Sales Letter" Strategy
12. The "It's A Madhouse" Strategy
13. The "Better Than College" Strategy
14. The "See My Receipt" Strategy
15. The "Some Already Know" Strategy
16. The "Expert's Expert" Strategy
17. The "No Worse Feeling" Strategy
18. The "Taste It First" Strategy
19. The "Wishy Washy" Strategy
20. The "Missing Benefit" Strategy
21. The "Lock It Up" Strategy
22. The "No Matter What" Strategy
23. The "Don't But Do" Strategy
24. The "Watch Or Be Watched" Strategy
25. The "Fire Subscription" Strategy
26. The "Stay Home" Strategy
27. The "Just A Percentage" Strategy
28. The "Additional Perks" Strategy
29. The "You Must Promise" Strategy
30. The "Long Lasting Customer" Strategy
31. The "Grandma, Grandpa" Strategy
32. The "Old Out, New In" Strategy
33. The "Goes Lower Everyday" Strategy
34. The "We Like Critics" Strategy
35. The "Writer Or Expert" Strategy
36. The "Land A Job" Strategy
37. The "Best For Last" Strategy
38. The "Last Try" Strategy
39. The "Fast Start" Strategy
40. The "Never Seen This" Strategy

41. The "Hello, Goodbye" Strategy
42. The "New Sale" Strategy
43. The "It's Reserved" Strategy
44. The "You For You" Strategy
45. The "It Adds Up" Strategy
46. The "Make It Up" Strategy
47. The "Busy Board" Strategy
48. The "Easy Or Full" Strategy
49. The "Older Is Better?" Strategy
50. The "Two Thumbs Up" Strategy

Secret Marketing Strategies - Volume #19

1. The "Product Count Up" Strategy
2. The "Popular Fraction" Strategy
3. The "One Sentence Benefit" Strategy
4. The "Don't Be Surprised" Strategy
5. The "Advanced Or Easy" Strategy
6. The "Future Look Back" Strategy
7. The "Just Two Things" Strategy
8. The "Successful Model" Strategy
9. The "Environmental View" Strategy
10. The "End Your Fear" Strategy
11. The "Worth The Cost" Strategy
12. The "Second Brain" Strategy
13. The "Simple Modification" Strategy
14. The "Can Your Afford?" Strategy
15. The "Favorite Places" Strategy
16. The "Viral Replica" Strategy
17. The "Buzz Word" Strategy
18. The "What's It Worth" Strategy
19. The "It's Not Magic" Strategy

20. The "Attention Down Under" Strategy
21. The "View The Past" Strategy
22. The "Multiple Discounts" Strategy
23. The "Don't Overwhelm Yourself" Strategy
24. The "Rights To Be Physical" Strategy
25. The "Fill It Up" Strategy
26. The "Time Does Vary" Strategy
27. The "Why Waste Time?" Strategy
29. The "On A Mission" Strategy
28. The "High Then Low" Strategy
30. The "On Second Thought" Strategy
31. The "Flying Monkey" Strategy
32. The "It's Really Less" Strategy
33. The "No Disappointment" Strategy
34. The "#1 Authority" Strategy
35. The "Reason For A Compliment" Strategy
36. The "I Almost Gave Up" Strategy
37. The "Can't Wait To Hear" Strategy
38. The "Fatal Flaw" Strategy
39. The " $2 + 2 = 4$ " Strategy
40. The "Apprenticeship" Strategy
41. The "Trial And Error" Strategy
42. The "Hard Work Of Others" Strategy
43. The "Years Of Notes" Strategy
44. The "Dictionary" Strategy
45. The "Diamond And Rock" Strategy
46. The "Accusations" Strategy
47. The "President Speaks" Strategy
48. The "Consumer Review" Strategy
49. The "I Hate To Think" Strategy
50. The "This Is True" Strategy

Secret Marketing Strategies - Volume #20

1. The "Years Or Minutes" Strategy
2. The "Should Be Mandatory" Strategy
3. The "It Could Be You" Strategy
4. The "Value Through Time" Strategy
5. The "Don't Tell Them" Strategy
6. The "Hear It Outloud" Strategy
7. The "I Hire Help" Strategy
8. The "Vanishes After Pre-launch" Strategy
9. The "Multiple Commissions" Strategy
10. The "See The Standings" Strategy
11. The "It's Leaking Everywhere" Strategy
12. The "Achieved My Goal" Strategy
13. The "Stop Watch Challenge" Strategy
14. The "Are You Thinking?" Strategy
15. The "It Finally Hit Me" Strategy
16. The "Famous Appearance" Strategy
17. The "Proof Before Pitch" Strategy
18. The "Unlimited License" Strategy
19. The "A Few Steps Ahead" Strategy
20. The "Buy This First" Strategy
21. The "Secret Identity" Strategy
22. The "Good Advice" Strategy
23. The "Search Party" Strategy
24. The "Lucky Number" Strategy
25. The "Hit A Nerve" Strategy
26. The "Fast Forward, Rewind" Strategy
27. The "Don't Be Abusive" Strategy
28. The "Don't Give Up" Strategy
29. The "1 To 10" Strategy
30. The "No Use, No Pay" Strategy
31. The "Update Offer" Strategy

32. The "They Got Gifts" Strategy
33. The "Phase 2" Strategy
34. The "Buzz Is Coming" Strategy
35. The "Pirate Map" Strategy
36. The "Money Isn't Everything" Strategy
37. The "Forget the Hype" Strategy
38. The "Lifetime Revival" Strategy
39. The "Here's Your Clue" Strategy
40. The "Instant Education" Strategy
41. The "Reserve Your Purchase" Strategy
42. The "Still The Leader" Strategy
43. The "JV Saturation" Strategy
44. The "Just Like New" Strategy
45. The "Almost Live" Strategy
46. The "Far-Fetched Offer" Strategy
47. The "No. 2 Is Coming" Strategy
48. The "One Fails, One Succeeds" Strategy
49. The "Math Class" Strategy
50. The "100 To 1" Strategy

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 #11

1. The "Squeeze It Out?" Strategy

The "could you possibly squeeze in a promotion today..." strategy tells your prospects that you need help promoting your product without much notice. Your reason could be that you're trying to help either yourself or someone else to raise money for some financial or personal reasons. Many marketers will help if it's a just cause.

2. The "Free Endorsements" Strategy

The "the free newsletter has helped me (your newsletter's benefit)..." strategy tells your prospects that you have testimonials for your free newsletter. Many marketers don't take the time or effort to publish or

collect testimonials for their free newsletters. It can really persuade people to read it because they will want the same results.

3. The "100/50" Strategy

The "get 100% commission on the (O.T.O., back-end, upsell, front end)..." strategy tells your prospects that they can make 100% commission on a particular part of your sales process. It will be like having full resell rights without all the work. They could make 50% on the parts of your offer you will be making your money on or you could just use a squeeze page and give them all the commission.

4. The "100% Option" Strategy

The "you could upgrade your commissions to 100% on the O.T.O. (one time offer)..." strategy tells your prospects that if they purchase your "One Time Offer" product, they can make 100% commission selling it. You could offer a lower commission to people who don't buy the One Time Offer product.

5. The "Million Times" Strategy

The "you've heard it a million times..." strategy gives your prospects something like a quote or statement that they have likely heard a lot during their life that is true. You want the statement to support your product offer. These types of lines are already branded and will help convince people to purchase your product because they know you are right.

6. The "It's Not 100%" Strategy

The "FACT: if you're (gaining their desired benefit) without our product..." strategy tells your prospects even though they are solving their problem with your competition's product, they aren't doing it at 100% effectiveness. You can tell them the lower percentage of effectiveness they most likely are getting with your competition's product and the reasons why your product will give them the 100% they deserve.

7. The "You Or Someone Else" Strategy

The "either you will (your product's benefit), or someone else will..." strategy tells your prospects that even though they may not purchase your product, someone else will. You are presenting an attitude by showing them you don't care if they buy or not, you'll still make money. Sometimes not pressuring them and having a carefree attitude will persuade them to buy.

8. The "Guesswork" Strategy

The "take the guesswork out of (your product's benefit)..." strategy tells your prospects if they purchase your product, they won't have to go through a lot of trial and error and inconsistencies trying to reach their intended goal. You can tell them it will save them time, frustration, headaches and even money in the long run so that they can start enjoying life.

9. The "Kick-Start Offer" Strategy

The "here is a kick-start summary of this offer..." strategy gives your prospects a condensed version of your sales letter right at the top of your web page. You could place it in a highlighted box and include a short list of 4 to 6 strong, one line selling points. For example: Here is the major benefit: ... Here is the proof: ... Here is the guarantee: ... Here is the top bonus: ... Here is the low price: ... etc. People will be able to take in your whole offer much quicker and if they like it, they will read more of your sales letter for more details.

10. The "All Wrong" Strategy

The "(expert's name), (expert's name), (expert's name) can't all be wrong..." strategy gives your prospects a list of reputable gurus or famous people who they would recognize that own your product. Since your prospects trust and respect them, they will assume your product really works, especially if you have permission to use their names on your sales letter.

11. The "Yours Forever" Strategy

The "nobody will ever be able to take it away from you..." strategy tells your prospects that once they gain their desired benefit with your product, they will have it forever. People won't be able to steal it away from them, it's permanent. It will make your offer seem like a good long-term investment with lifetime rewards.

12. The "Moderator" Strategy

The "I'm a moderator on a popular forum..." strategy tells your prospects

that if someone else trusts you to moderate their high traffic message board, they should trust your product claims. Being a forum moderator of a well-known, top forum can give you instant credibility, especially if they already know you from your participation on the forum.

13. The "Times And Counting" Strategy

The "my free e-book has been downloaded (no.) times and counting..." strategy tells your prospects that your freebie is very popular. It will persuade them to see what all the fuss is about. You could require them to opt-in and have an O.T.O. for another product you sell. You could also do this with free reports, software, articles, courses, etc.

14. The "Trust Me?" Strategy

The "will you trust me for a measly \$(no.)..." strategy tells your prospects that your product is priced really low so why not take the chance and trust your product claims. You could even dare them to trust you and if you lose, you refund their money and allow them to keep your product and all the bonuses. You can tell them that it's really a no-brainer because they will get your whole offer for free if you are lying.

15. The "What You're Missing" Strategy

The "here is what you will be missing in the free version..." strategy tells your prospects exactly all the benefits and features they will miss with the free version of your product. It could be missing chapters, missing speed levels, missing add-on attachments, missing software features, etc. You could even use a side-by-side comparison of the free and paid versions.

16. The "Bad Days, Good Days" Strategy

The "those frustrating days are over for me..." strategy tells your prospects that your product changed bad days into good days. One of the most common things people blame their frustration on is having a bad day. "I just had a bad day." You could tell them what your bad days were like and then tell them what your good days are like now in story format.

17. The "Real Money" Strategy

The "the real money is in selling your own product..." strategy tells your prospects that selling someone else's product for commission isn't as profitable as selling their own product. You can tell them you will offer the full resell rights or private label resell rights to your product and they can keep 100% of the profits. You can tell them that it's the closest thing to owning their own product without all the work.

18. The "Common Question" Strategy

The "of the more than (no.) questions I've answered since (year), the most common is..." strategy tells your prospects that you've helped a lot of people and a question that they have likely had about gaining their desired benefit. The answer to the question should be something that will persuade them to purchase your product.

19. The "Injury Warning" Strategy

The "injury warning - don't fall out of your chair laughing when you read

this..." strategy tells your prospects that what you are about to tell them is off-the-wall or hilarious. Sometimes when people chuckle hard, they do tend to fall backwards when they are sitting down. Anyway, it could be something funny about your competition or something you did that will influence them to read your sales letter and buy.

20. The "Proof Positive" Strategy

The "this is proof we are honest, credible and professional..." strategy tells your prospects that you have joined a third party business monitoring organization. These types of services usually give you a little graphic which you put on your web site to show that you are a confirmed member. People will assume you won't try to scam them or use bad business practices when you are a part of these organizations.

21. The "Required Reading" Strategy

The "it's the required reading of many (types of educational/training businesses)..." strategy tells your prospects that your information product is bought by businesses that educate and train others in your specific niche. It could be colleges, job trainers, coaches, universities, home schooling programs, etc. People will assume it must be good if those organizations use it so it'll be good for them too.

22. The "Viral Language" Strategy

The "it's been published in (no.) languages..." strategy tells your prospects that your information product is popular in many other countries. If it's true, you could tell them that your product has been on

the other countries' best seller lists. People will want to see why it's so popular all over the world.

23. The "Alternative Options" Strategy

The "if you want to pay via an alternative method, e-mail me to discuss options..." strategy tells your prospects even though you may not have all the methods of payment listed, it doesn't mean you are not open to accepting another form of payment. You should have all the popular methods listed though. The few requests you get for other options could really add up in a year's time and help your bottom line.

24. The "Share It" Strategy

The "I'm getting ready to purchase a \$(no.) advertising promotion and want someone to share the cost..." strategy tells your prospects they can split the high advertising cost with you and they can advertise their own product, your product as an affiliate/MLMer or someone else's product. You can just use a rotating ad or place both your ads on the same web page. It could be pay per click ads, banner ads, search engine ads, etc.

25. The "First Time" Strategy

The "it's the first time this best seller has been available on the Internet..." strategy tells your prospects if they never had the chance to see it or purchase it offline, now they do. If it's a best seller then it may be more tempting for them to invest in it. If it's something you can convert to a digital product, then you could actually afford to charge less for it (mention that too).

26. The "End Result" Strategy

The "I've used this system to buy a new house..." strategy tells your prospects the end result of your money-making type of product instead of how much money they can make. People mainly don't want money - it's the physical and emotional things money will give them. It could be that they want to be happy, drive a sports car, feel secure, buy a luxury boat, etc.

27. The "One For A Friend" Strategy

The "bonus: get a free copy for your spouse..." strategy tells your prospects that they will get two of your products for the price of one. You also could allow them to give it to a close friend, a colleague, to use it as a present for someone's birthday, etc. Another idea would be to give them a second or third one for half off.

28. The "Extra Product" Strategy

The "I'll give you a (another product) in case you don't have one yet..." strategy tells your prospects they can still order your main product if they don't have another product that is required to go along with it. You could give the extra product to them for free or at a significant discount.

29. The "You Test It" Strategy

The "I need (no.) product testers..." strategy tells your prospects you need test subjects so you can show everyone else that, without a doubt,

your product really works. You could say you're assembling a special test, beta or focus group and they will get your full personal support. You can tell them they do have to purchase your product so you know they are serious but once they hand you their success story for publishing, you will issue them a full or partial refund. You could base the refund on how long the success story is that they write for you.

30. The "Mr. Letter" Strategy

The "see how Mr./Mrs. (the first letter of your surname)(your product's benefit)..." strategy tells your prospects that your identity will not be disclosed to them until they purchase your product. For example, you use Mr. B or Mrs. E. in your sales letter. You can also make them agree to never disclose your identity. The mystery of your identity alone will cause some people to purchase your product.

31. The "Private Sale" Strategy

The "it's sold out privately in (no.) (hours/days)..." strategy tells your prospects that it's the first time you released your product to the general public and it sold out to a select group of people even before you released it. It could have been your high priced consulting clients, a closed door seminar audience, your current paying customers, members of your paid subscription web site, etc.

32. The "Riddle" Strategy

The "what do (an expert's name), (an expert's name), (an expert's name) all have in common? ..." strategy tells your prospects you are presenting

them with a riddle and you can answer it by telling them that all those well-known, respected people have purchased your product. You could also use well-known business names. Your prospects may buy to have something in common with those credible experts.

33. The "Sizzles Out?" Strategy

The "this isn't just a fad..." strategy tells your prospects that your new product will be popular for a long time. Many people think that when hyped-up, buzz-worthy products are released, they will be one of those trends that just sizzle out. You could use something like credible statistics or test results that will prove that your product will stand the test of time.

34. The "Secret Squeeze" Strategy

The "I squeezed every secret out of them..." strategy tells your prospects that you interviewed some experts in your niche and will reveal what information they gave you. It could be a recorded interview, audio, video or transcript of the all the secrets that will help them gain their desired benefit.

35. The "First To Try" Strategy

The "if you're one of the first (no.) to order, you can try before you buy..." strategy tells your prospects if they are one of the first to purchase, they won't have to give you any up front money for the cost of your product. If it's a physical product, you could ask them just to cover the cost of shipping and handling. You could give them 30-day trial before they are billed.

36. The "Homeless" Strategy

The "I pulled a homeless man with one arm off the street and he (your product's benefit)..." strategy tells your prospects that you selected a person with many obstacles in his life and he still benefited from your advice and/or product. People that have hardly any obstacles will assume they will have even better results with your product.

37. The "150 Proof" Strategy

The "if you don't like it, I'll give you a 150% refund..." strategy tells your prospects that you are going to give them more than their money back if they don't get their desired benefit. The extra 50% could be half the money they paid on top of the 100% refund or they can keep a bonus product that is worth that amount.

38. The "In The Long Run" Strategy

The "if you stayed a paid member for (no.) (months/years) it's still cheaper than (an expensive one-time sale) product..." strategy tells your prospects they will get way more for their money in the long run by joining your membership web site. Their content, benefits and features will grow every month at an affordable price.

39. The "Memory Loss" Strategy

The "if I suddenly lost my memory of (topic) and had to start over again, this would be my first purchase..." strategy tells your prospects that your

product, or the affiliate product, is the most effective and easiest to use to gain their desired benefit. This would particularly attract the newbie customers because they would be unfamiliar with it too.

40. The "Order Up" Strategy

The "the price will go up (\$) after every (no.) orders..." strategy tells your prospects that every time a certain number of people buy your product, the price will go up. It will create a real buying frenzy. You could have a cap on the price so the product doesn't go too high after a certain period of time. Once it gets to a certain price, it will stay at that amount forever.

41. The "I'm A Hermit" Strategy

The "my neighbors think I'm a hermit..." strategy tells your prospects that you - or one of your customers (testimonial) - don't leave the house much. People will think your home business related product could allow them to work from home too. The neighbors could also think you're on public assistance, you've retired, you're a drug dealer, you've inherited a lot of money, won the lottery, etc.

42. The "Small But Big" Strategy

The "I just wanted to (small benefit) but instead I (big benefit)..." strategy tells your prospects that a customer bought your product just to get a mediocre benefit but instead they benefited way more than they expected to. For example, "I just wanted to get a B+ but instead I got an A+." People will assume they will benefit with your product way beyond their expectations.

43. The "Request Bonus" Strategy

The "bonus: a (topic) request service..." strategy tells your prospects that when they join your membership site or buy your product, they can request information or other benefits to be placed in the customer area for free. It could be different types of information, products with resell rights, paid products, forum sections, chat rooms, etc. You could even have a price limit on what they can request.

44. The "Hourly Advice" Strategy

The "I have over (no. - high) hours of experience with (product name)..." strategy tells your prospects the total number of hours that you have used yours or someone else's affiliate product. They will assume that with all those hours of experience you definitely know what you are talking about and should take your advice to buy it.

45. The "Promised And Failed" Strategy

The "I promised you I would create a product that (your product's benefit) in (no.) (days/weeks/months) but I failed. Instead I..." strategy tells your prospects that at first you failed to deliver what you promised them but then you take them from depressed to excited by telling them the results are even better. For example, "I promised you I would create a diet program that will help you lose 10 pounds in 4 weeks but I failed. Instead I created one that will help you lose 12 pounds in 2 weeks."

46. The "I'll Beat It" Strategy

The "if you find a better price we will beat it..." strategy tells your prospects that you will sell your product to them for a lower price if they find another similar product for a cheaper price. You could also agree to beat their overall offer by adding more bonuses to your offer, offering a better guarantee, etc.

47. The "Cancel It" Strategy

The "whatever you're doing on (date(s)) (time), you need to cancel it..." strategy tells your prospects that you are going to be having a huge product launch or event that day. It will make them think it's more important than the usual launches. The event could be a seminar, teleseminar, live seminar, workshop, boot camp, etc.

48. The "Time Out" Strategy

The "time out: before you go any further..." strategy tells your prospects to take a break from visiting your web site or reading your sales letter to do another specific task. The time out phrase is really strong because it has been branded in sporting games for eons. You can have them take a time out to get a free e-course or e-book. Once you have them as a prospect, you can always sell them things in the future too.

49. The "Take It With You" Strategy

The "you will get a free DVD of this event..." strategy tells your prospects that if they attend your live seminar, you will record it and give it to them for free. That will help them if they missed out on a portion of it for some reason. You can also make money charging them for the resell rights to it.

50. The "Begging To Promote" Strategy

The "we showed it to a few friends and they are begging us to promote it but there are only (no.) pre-launch spots open..." strategy tells your prospects that your product must be good if people are begging you to promote it. They will want to sign up to be a J.V. partner or affiliate right away so they don't miss their chance.

Secret Marketing Strategies - Volume #12

1. The "Self Education" Strategy

The "do you think a person that has read and studied (no.) books and courses about (topic) can teach you anything?..." strategy tells your prospects that you must really know your stuff if you've done that much research. They will assume you are an expert at being able to teach people to gain their desired benefit.

2. The "Won Many Contests" Strategy

The "I've been a top affiliate reseller for many marketers..." strategy tells your prospects that you are really successful at promoting other people's products. You could even list all the affiliate contests you have won and who they were for. People will assume if they join the affiliate program for your own product, you will give them some of the same tools, strategies

and resources they will need in order to become a super affiliate.

3. The "Lucky One" Strategy

The "I'm going to give one lucky (listener, prospect, visitor) \$ (no.) on (date) (time)..." strategy tells your prospects that if they do a specific task during a certain date or period of time then they may randomly win some cash. It could be visit your web site, join your affiliate program, listen to your teleseminar, buy your product, etc.

4. The "Pick Your Risk" Strategy

The "pick the guarantee you want..." strategy tells your prospects that they will have two or more guarantees to choose from. You could offer a "so many days" guarantee or a "1 year to prove it didn't work then double your money back" guarantee. Or you could make up some different ones of your own.

5. The "No Catches" Strategy

The "it's free with no other offers attached..." strategy tells your prospects that they will get a freebie without any offers attached to it. Many marketers who sell to people put something inside their freebie product, like a one time offer after they opt-in, etc. This is fine but sometimes you should give your customers something that just shows them you appreciate them unconditionally. This will help them to be open to your offers both in the future and for a lifetime.

6. The "Easy And Hard" Strategy

The "(your product's benefit) is the easy part, (your product's benefit) is the hard part..." strategy tells your prospects that your product will help them with the easy and hard parts of gaining their desired benefit. For example, losing weight is the easy part, keeping it off is the hard part. People stop trying to help themselves when they don't get the long lasting effects.

7. The "Click And Donate" Strategy

The "(order button) your order will help support (charity)..." strategy tells your prospects that they will be helping you, themselves and people that really need help. If you place the line right before or right after your order button, it will give them that little extra nudge to click the order button.

8. The "Empty The Bank" Strategy

The "I don't want to empty your bank account, I want to help you make money..." strategy tells your prospects they shouldn't put their buying defenses up for your offer. You can offer them a way to make money with your product via an affiliate program or with resell rights to your product. When you tell them that at the top of your sales letter, they will want to read on further to see how they can make money. They may also assume your product is free but you can tell them a few sales or commissions will make up for their investment.

9. The "Collective Experience" Strategy

The "there are more than (no.) years of collective experience that has

gone into this product..." strategy tells your prospects the total number of years of experience of all the people that helped bring your product to market. You could add up the years of your experience, your secretaries, your employees, your outsourced people, etc.

10. The "More Is Less" Strategy

The "we offer volume discounts..." strategy tells your prospects they can get a discount on your product if they buy a lot at once. You can also increase the discount if they buy more. Many big businesses, corporations, schools and organizations might want to be able to distribute it to their employees or students. If you allow the reselling of your product, a store may want to buy a large amount to resell to their own customers.

11. The "Big Offer" Strategy

The "get every product on our web site for one low price..." strategy tells your prospects that even though you offer many individual products for sale, you will allow them to buy them all at once at a discount. You could tell them the price of buying them all individually over time (which costs more) then show them the price of buying them all at once (which costs less). Then show the actual amount they will save (so they don't have to subtract it). You could even name your package something like, 'The greatest package ever'; 'The master of all offers'; etc.

12. The "Past Purchase" Strategy

The "get a discount if you already bought one or more of these

products..." strategy tells your prospects that if they already own a product or two from your package deal, they will get a discount on it. Tell them not to try to scam you though - you will look up all the past orders to verify if they really have purchased one of those products before.

13. The "e-Book Letter" Strategy

The "grab the free e-book version of this sales letter and give it away..." strategy tells your prospects that you have also published your sales letter in e-book format and added information to it. You can tell them they can join your affiliate program and rebrand it to earn commissions. You can also allow them to sell the resell or master resell rights to it.

14. The "Tell Your Friends" Strategy

The "tell a friend contest..." strategy tells your prospects that you are offering cash rewards or prizes to the top three people that refer the most visitors to your web site. You could have them tell a friend from right on your page. You could also allow them to insert their affiliate I.D. and earn commissions on the people they refer.

15. The "Product Game" Strategy

The "play the (topic/title) game..." strategy tells your prospects that they can actually play an Internet based game that's related to your product. They will want to play something they're interested in and then while their playing it you could present them with a chance to purchase your product. You could even allow your affiliates to promote your free video game and earn commissions.

16. The "New Law" Strategy

The "is this new policy/law going to affect you?..." strategy tells your prospects about a new policy or law that might change the way they get their desired benefit. You can tell them that your new product has a way around it so it doesn't have to make it a harder task. If you offer this type of product before your competition does or even knows about it, you could make a bundle.

17. The "Repeat Performance" Strategy

The "you're guaranteed to (your product's or services' benefit) or we will do it again at no charge..." strategy tells your prospects they really have nothing to worry about if they don't gain their desired benefit. You'll keep doing whatever needs to be done over and over for free till it's done right.

18. The "Personal Letter" Strategy

The "if you are a (type of person/professional) click here, if you are a (type of person/professional) click here, etc..." strategy tells your prospects that you have different versions of your sales letter for their particular need. It will allow you to effectively target and push your prospects' hot buttons for individual needs.

19. The "Exciting Launch" Strategy

The "I haven't been this excited about a product in (no.) (months/years)..." strategy tells your prospects that you are really

psyched up about your product launch or someone else's product that you are selling for commissions. People have likely seen a lot of good products during that time period and will be curious why this one is so much better.

20. The "They Bribed Me" Strategy

The "I have had many insiders offer me big money not to release this product..." strategy tells your prospects that you showed your product to some fellow experts, beta testers or product reviewers and they wanted to keep it off the market because they wanted to keep it for themselves. It also could be that it would hurt their own businesses because it's so good. You could even tell them how much money you have been offered.

21. The "Disappearing Act" Strategy

The "you're going to see this page offer only once and it will disappear in (no.) minutes..." strategy tells your prospects that your special offer will automatically disappear if they don't order it in time. You could also have a real time countdown timer on the page that will show the minutes and seconds counting down. Make sure you tell them that it isn't some marketing ploy – it really will disappear.

22. The "Proof Of Value" Strategy

The "these products are really being sold elsewhere but you'll get them for free when you order (your product's name)..." strategy tells your prospects that your bonus products just aren't a bunch of junky freebies they can get elsewhere. You could even show the price they are selling

for elsewhere and the link to the web sites for proof.

23. The "Tag Team" Strategy

The "I partnered with a (type of profession) (professional's name) to create this product..." strategy tells your prospects about the expert you teamed up with to develop your product. You could list the person's bio and professional accomplishments so it will give you both extra credibility. The expert could be a writer, programmer, coder, etc.

24. The "Informative Evidence" Strategy

The "here is some informative information you may need to know before you (your product's benefit)..." strategy tells your prospects that you linked to some articles that will educate them about getting their desired benefit. You want to make sure your sales letter stays up when the article opens on another page. You want the articles to persuade people to purchase your product.

25. The "It Gets Worse" Strategy

The "what if you decide to buy it after you (negative effect/problem)..." strategy tells your prospects that if they decide to purchase your product after their problem gets even worse, they won't get as many benefits from it. You could also mention they will lose money because the price will be going up soon.

26. The "Defy The Truth" Strategy

The "it will disprove time tested strategies that have been around over (no.) years..." strategy tells your prospects that your product or sales letter will defy what they believe to be truth or fact in order to gain their desired benefit. They will be interested in how long proven strategies could possibly be false.

27. The "One Line Excerpt" Strategy

The "here is a quote from (name) magazine..." strategy tells your prospects short one line quotes from popular media sources that will persuade them to purchase your product. Most people don't have the time to read a big excerpt of media proof so it's better to use little tidbits of information that will get the job done in a line or two.

28. The "Multiple Studies" Strategy

The "it's backed by over (no.) case studies..." strategy tells your prospects that you've collected a whole lot of case studies that support your product's claims. You could have some of them come from your customers and third party experts. Case studies are usually more detailed and will show logical results of your product's benefit.

29. The "Eye For An Eye" Strategy

The "this product was created by a (type of professional) for a (type of professional)..." strategy tells your prospects that your product, or an affiliate product that you are promoting, was created by a person who has the same profession as them. They will assume you totally understand their needs and wants because you have the same occupation.

30. The "Feel It Yet?" Strategy

The "how would it feel to miss a product purchase that could (your product's benefit)?..." strategy tells your prospects to mentally answer how they would feel if they skipped out on buying your product. People will think about what those emotions would feel like and know the only way to avoid them would be to purchase your product.

31. The "Bonus Upsell" Strategy

The "buy one product and get (no.) bonuses, buy two products and get (no.) bonuses, etc..." strategy tells your prospects the more products they purchase from you, the more bonus products they will get. You could even list the retail bonus values for buying one product, two products, etc. Another idea would be to put a time limit on your offer so that they don't procrastinate about buying more than one product.

32. The "Censor The Customers" Strategy

The "on page 35 I learned that XXXXXXXXXXXX..." strategy tells your prospects that you omitted some of the information in the testimonials you received from your customers because they revealed too much about your product. This will make your prospects even more curious about your product. You could even cross out things in the testimonials on purpose and tell them the whole testimonial will be revealed after they purchase your product.

33. The "Expiration Date" Strategy

The "this joint venture offer will expire (date) (time)..." strategy tells your prospects that if they want to promote your product, they had better sign up soon to be a joint venture partner. You could even have a live countdown counter on your web site. For example, "Your opportunity ends in: 05 Days, 10 Hours, 20 Minutes, 14 Seconds."

34. The "Urgent Gift" Strategy

The "bonus (no.) is only available till (date)..." strategy tells your prospects that one of your bonuses will be removed after a certain date. You want to make sure that it's a bonus most of your prospects would really like to possess or it won't create enough urgency. You should also list the dollar amount of that bonus and tell them it's almost like losing that much money for delaying to order now.

35. The "They Are Lying" Strategy

The "(type of experts) are lying to you..." strategy tells your prospects that some experts in your niche or your competition are lying to them about how to gain their desired benefit. You could tell them why they are lying and how you found out. You could tell them you overheard someone talking at a seminar, one of their former employees told you about it, you came across a secret document which revealed it, etc.

36. The "Giving Clause" Strategy

The "all I ask is that after you make your first (\$),you donate (\$) to charity..." strategy tells your prospects that if they purchase the resell

rights, master resell rights or private label rights to your product, they donate some of the money they make to charity. Your prospects will assume that there is a good chance they will make that amount of money if you're bold enough to request they donate some of it to a good cause. You could even use this type of statement for your affiliate program.

37. The "Works While Playing" Strategy

The "it works while you're doing the things you love..." strategy tells your prospects that your product will gain their desired benefit automatically or by itself while they are enjoying life. You could say - it works while you watch T.V., it works while you are on vacation, it works while you sleep, etc.

38. The "Future Coupon" Strategy

The "bonus: \$(no.) coupon on any future purchase..." strategy tells your prospects that one of your bonuses is a coupon they can use for future purchases from you or from other businesses that you have set up deals with. It's like they are getting paid back if it's for the same amount they are going to pay for your current product. Maybe it can be a bonus for buying through your affiliate link too.

39. The "Full Of Facts" Strategy

The "1# Fact: (content); 2# Fact: (content); 3# Fact (content); etc..." strategy gives your prospects a list of 3 to 8 facts on your sales letter that will persuade them to order your product. Facts usually contain a lot of numbers and percentages from reputable sources and because of that,

they will persuade the logical part of your prospect's brain to buy.

40. The "Choose Your Income" Strategy

The "make commissions on (no.) different products..." strategy tells your prospects that you offer a wide variety of products to promote through your affiliate program. People like to pick and choose products and prices they know their list will like. You could even offer one simple link they could use to promote all the products at once.

41. The "Your Own Staff" Strategy

The "it's like having your very own (topic) department..." strategy tells your prospects that if they purchase your product or services, it will be like having many professionals standing by to help and support them. It could be technical advisors, copywriters, customer service representatives, consultants, experts, etc.

42. The "Skip And Benefit" Strategy

The "skip just one (something they like that takes time) and you could..." strategy tells your prospects that your product can help them gain their desired benefit in a certain amount of time. It could be that they skip listening to one CD, watching one half of a T.V. show (that's a rerun anyway), surfing on the net for 1 hour, etc.

43. The "Stupid Excuses" Strategy

The "(no.) stupid excuses for not ordering..." strategy tells your prospects some dumb or unintelligent excuses you've heard about why people don't order. You could even ask people why they don't order on an exit pop up when they leave your web site. It could be because they don't have the time (well, make time to improve your life), they want to wait till your price goes down (I have an easy payment plan or charge it), etc.

44. The "Media Outbreak" Strategy

The "if you turned on the television, read a newspaper or magazine lately then you know that..." strategy tells your prospects that you are relating your product to a news story that's been all over the media lately. Depending on your product, you could persuade them to buy by relating your product to news stories, to technology news, to people being obese, to the bad economy, to new laws the government is trying to pass, etc.

45. The "Why Spend Money?" Strategy

The "you can spend your money on product after product or get mine for free..." strategy tells your prospects that you are offering a free product that will give them the same benefits as all those similar paid products out there combined. You can tell them you are giving it away for free because you want to help as many people as you can and you have a one time offer that you can make money on if they decided to purchase it.

46. The "I Was Too Late" Strategy

The "don't do what I did and wait to (your product's benefit)..." strategy tells your prospects that you made the mistake of waiting too long to

purchase the affiliate product that you are promoting. You can tell them that by waiting so long, it negatively affected you emotionally, physically, financially, relationship-wise, etc.

47. The "Omitted Pitch" Strategy

The "why didn't I put a (part of your sales letter) here?..." strategy tells your prospects why you didn't include a commonly known piece of your sales letter in the spot where it usually belongs. You want the reason to be something that will influence them to order. It could be - Why didn't I put a testimonial here? (it's reserved for you); Why didn't I put the price here? (because in a way it's free); Why didn't I put a headline here? (I figured not placing one here would grab your attention more, did it?).

48. The "Multiple Brands" Strategy

The "rebrand my free e-book and you'll have (no.) ways to make commissions..." strategy tells your prospects that you offer many products in your free e-book that they can brand with their affiliate link. It could be all your products or someone else's products which you can make 2 tier or MLM commissions on if they sign up under your affiliate link.

49. The "Doomed To Fail" Strategy

The "most (your product's type) are doomed to fail..." strategy tells your prospects that most of your competition's products will eventually fail to give them their desired benefit. You will need to give them some kind of proof why yours will never fail. Maybe you could get a testimonial from one or more of your customers that have used it successfully for years.

50. The "Benefits Of Life" Strategy

The "it will improve every aspect of your life..." strategy tells your prospects that your product will directly or indirectly improve many parts of their life. It can give them positive emotions and feelings, increase their financial assets, improve their relationships, eliminate stress and worry, help them easily tackle obstacles and problems, etc.

Secret Marketing Strategies - Volume #13

1. The "Reinvestment" Strategy

The "we always reinvest (no.)% of our profits right back in product development..." strategy tells your prospects that a large amount of income goes back into improving the products for your customers. People will see that part of their purchase will be given back to them in the form of new and better products in the future.

2. The "Two Types Of People" Strategy

The "there are two types of people, one that does anything to improve their life and one that watches others do it and wonders why they can't..." strategy tells your prospects that if they purchase your product, they will be taking a step towards being the first type of person. People will not want to be the second type because most people get jealous when they see others reaching their goals if they're not doing so.

3. The "It's Not Right" Strategy

The "here are (no.) reasons why my product might not be right for you..." strategy tells your prospects the reasons that will make them not want to be the person your product isn't right for. Some reasons could be that they are lazy, close-minded, unintelligent, afraid of success, delusional, etc.

4. The "Daily/Weekly Motivation" Strategy

The "bonus: (daily/weekly) motivational quotes..." strategy tells your prospects that if they purchase your product, you will give them free quotes that will motivate them to gain their desired benefit with your product. You could have them sign up to receive them via autoresponder, text message, etc.

5. The "Two Options" Strategy

The "you have two options, option #1 - hire a (\$ - expensive) (professional) or option #2 - buy (your product name)(\$ - low cost)..." strategy tells your prospects that both options will help them gain their desired benefit but your option will be way cheaper. People like to be able to make decisions for themselves and usually make the smart ones.

6. The "Wait Is On" Strategy

The "once our inventory sells out, you'll have wait a longer time for your

product..." strategy tells your prospects that you have only produced so many copies of your product and if they wait too long to order, there will be a shipping delay. They will feel the urgency to order if they want to work on getting their desired benefit right away.

7. The "Dime" Strategy

The "every time someone buys (your product name), the price goes up (penny, nickel, dime, quarter, etc.)..." strategy tells your prospects the sooner they order, the cheaper the price will be for them. You won't make much money on the front-end but you can make most of your money with an upsell or one time offer on the backend. You could even give your affiliates 100% commission on the front-end. Another idea would be to have the price go up every hour.

8. The "5 In 1" Strategy

The "it's like getting (no.) tools in 1..." strategy tells your prospects that your product will have multiple uses and benefits. It would save them the money they'd have to spend buying other products they'd need if they didn't have those extra tools or features. You could even make your price seem lower by dividing the number of tools into the price. For example, it's only (\$) per tool.

9. The "Only One Authorized" Strategy

The "many people are selling it but I am the only person who is authorized to give you a (no.) discount..." strategy tells your prospects that if they don't buy the reseller or affiliate product from you, they will

have to pay more to someone else. You could even offer them some personal bonuses that will make your exclusive offer even juicier.

10. The "VIP Party" Strategy

The "bonus: free access to our VIP customer appreciation party..." strategy tells your prospects that if they purchase your product, they will be given access to a live party you're having for your customers. You could tell them there will be door prizes, drinks, food, live entertainment and a few speakers at the party.

11. The "First To \$1 Race" Strategy

The "the first (no.) people that order will get access for (no.) days for only \$1..." strategy tells your prospects that if they act now, they can get a trial or sample of your product for only \$1. If they like what you offer, they will pay your full price. You can even tell them you'll refund their \$1 if they don't like your product.

12. The "Secret And Private" Strategy

The "I can't reveal their names but some well-known experts have even bought it..." strategy tells your prospects that you have to keep your customers' names private for privacy reasons but even people that might know more than you have purchased your product. People will like the fact that you will keep your customers' personal information confidential.

13. The "Refund Countdown" Strategy

The "I've had only (no.) refunds out of (no.) orders..." strategy tells your prospects that most of the people that purchase your product are happy with it. If the refund reasons are directly related to your product's performance, they'll tell your customers about it. For example, one guy really liked my product but needed to ask for a refund because of financial hardship that came up.

14. The "Two Sales Letters" Strategy

The "it's so good, we actually have 2 different sales letters for this product - [click here to see the other one...](#)" strategy tells your prospects they can have a choice about which sales letter they want to read. One may persuade them to buy more than the other. It's like you're giving them an option on how they want to be persuaded.

15. The "I Deleted It" Strategy

The "I deleted the sales letter I paid a copywriter (\$) to write..." strategy tells your prospects that you wanted to personally present your product to them rather than paying someone to present it. You can remind them you're not a copywriter so they will let down their buying defense too. You could go on further to say that you wanted to personally tell them a heartwarming story of how you or one of your customers improved their life with your product.

16. The "J.V. Crunch" Strategy

The "we are going to have over (no.) joint venture partners promoting our new product on (date)..." strategy tells your prospects that a lot of

people think your product is good enough to promote it to their own prospects or customers. You could even give them a list of names of some of the well-known J.V. partners. People will assume that if all those people like your product, they should try it out as well.

17. The "Inch By Inch" Strategy

The "you will be able to actually see the results in a few (seconds/minutes/hours/days)..." strategy tells your prospects that they will notice your product starting to gain their desired benefit within a certain time frame. You could tell them they will start to see it work little by little, pound by pound, sale by sale, inch by inch, etc.

18. The "Time Frame" Strategy

The "at (time)(date) I bought the product, at (time)(date) I started using it, at (time)(date) I (your product's benefit)..." strategy tells your prospects the actual time frame from the date someone bought your product till the time they benefited from it. People will likely look at their own clock and calculate when they will get their desired benefit if they buy.

19. The "Quick Payback" Strategy

The "only the first (no.) orders will have access to my affiliate program..." strategy tells your prospects if they don't hurry up and order, they will miss out on being able to promote your product for commissions. People will think it's a great way to earn back the money they spent on the product.

20. The "Volume Bonus" Strategy

The "order over (no.) copies and get (bonus or bonus product)..." strategy tells your prospects if they order a certain amount of your product, you will give them a freebie. The bonus could be an extra copy of the product, a discount on their order, free updates for life, an add-on product that will help them store all the products they bought, etc.

21. The "Remember These Words" Strategy

The "remember these words by (a famous person) (their quote)..." strategy tells your prospects that they should relate the purchase of your product to that famous person's quote. The quote should convince them to order your product. The person should be someone your target audience would recognize and thinks highly of.

22. The "I'm Buying Advertising" Strategy

The "I just paid a ton of money to have my ad go out to (no.) thousand/million people and I only have (no.) copies available..." strategy tells your prospects they better order right away because there will be a ton of people who will see your ad. You could even show them a screenshot of your receipt for the advertising you purchased.

23. The "Buy To Own" Strategy

The "for every product you purchase from me, I'll put that dollar amount towards the purchase of (your high price product)..." strategy tells your

prospects if over time they buy a lot of your products or affiliate products, they will eventually get your high priced product for no cost. You will just have to set up a system to keep track of the purchases and dollar amount each one spends.

24. The "Be Like Your Idol" Strategy

The "benefit like (famous person or expert) did..." strategy tells your prospects they can gain their desired benefit just like a person they look up to did if they purchase your product. Tell them they can reach their goals easier if they model themselves after someone who has already improved their life.

25. The "Want To Be Famous?" Strategy

The "how would you like to become (famous/a recognized authority)..." strategy tells your prospects that if they purchase your product, you will offer a way for them to become well-known. You could allow them to publish articles on your web site, become one of your forum moderators, be interviewed for your next information product, speak at your seminar, etc.

26. The "Blue Underlined Text" Strategy

The "please type your user name and password..." strategy tells your prospects that if they click on underlined text links in your ad copy or the member's area link on your web site, they have to enter their information to get access. Many people will click on blue underlined text just to see why it's linked or they could get lucky and get free access to your

member's area. Not getting access will tease them and persuade them to buy to see why your product or membership is so protected.

27. The "Question/Answer" Strategy

The "what would you ask these (experts/famous people) if you had the chance?..." strategy tells your prospects that you are going to allow them to ask those experts a question at your live seminar or teleseminar. You could charge for access or give them access for free, then offer them a product at the end of the question/answer period of the event.

28. The "In The Same Light" Strategy

The "he/she is to (subject) what (famous person) is to (subject)..." strategy tells your prospects that you are putting the product owner of the product that you're promoting in the same light as another well-known expert in another unrelated subject. For example, he is to football what John Doe is to rock music.

29. The "Unlike Others" Strategy

The "unlike (type of product) it won't irritate other people..." strategy tells your prospects that if they use your product it won't make other people mad, sad, frustrated, etc., like similar products. For example, the lawn mower is so quiet you won't wake your neighbors up, even if you decide to mow your lawn at 3 o'clock in the morning.

30. The "Question Letters" Strategy

The "hardly a day goes by that I don't receive letters asking the same basic question..." strategy tells your prospects that you created a product to help your customers based on the letters you've received. People will see that if they become your customer, you will take their advice or questions seriously to help them succeed.

31. The "Light Package" Strategy

The "see the whole package summary..." strategy tells your prospects that they can see a short version of all the products that you offer in your product package. People will usually skip to it to save themselves some time reading. Just mention one of the most powerful benefits of each product in your summary.

32. The "Checked And Verified" Strategy

The "all this information has been double-checked and verified by (type of experts)..." strategy tells your prospects that the information in your product has been thoroughly researched and other experts have put their stamp on it. People will feel more comfortable knowing that it's likely there aren't any errors in the information you sell.

33. The "Buy Or Scratch" Strategy

The "you have two options - buy my product or do it from scratch..." strategy gives your prospects their options for obtaining their desired benefit. You can tell them all the problems they will face if they try to do it themselves from scratch and all the benefits of doing with your product. Most people will pick the easy way out.

34. The "Traveling Sucks" Strategy

The "there is no need for you to make costly travel arrangements..." strategy tells your prospects that they will be able to listen or watch your live event via phone or video feed. You can tell them they don't have to pack their bags, hire a babysitter, buy airline tickets, pay for a hotel, etc. People will like the fact they can enjoy learning how to gain their desired benefit from the comfort of their own home or office.

35. The "Unwanted Product" Strategy

The "buy (an untargeted product) and you'll get (targeted) bonuses..." strategy tells your prospects that you are selling a product or affiliate product that they may not be interested in but you are offering a bunch of bonuses with it that are related to their niche. You can tell them if they don't like or need the main product, they can give it to a friend or family member as a gift.

36. The "O.T.O. Price" Strategy

The "you won't believe the price of the O.T.O. (one time offer)..." strategy tells your prospects to get interested in your O.T.O. offer so they will want to see it. In order to see it, you could have them register or buy a lower priced product first. You could also allow them to earn commissions on your offer by sending people to your web page.

37. The "Side Effects" Strategy

The "proceed at your own risk: you could experience irreversible side effects by reading this..." strategy tells your prospects to read your sales letter because they will be curious about the side effects they may receive. You could even mention some physical side effects they may experience like: chills down their spine, goosebumps, a fever, shaking uncontrollably, etc. Or they could be beneficial side effect like: total freedom, a tidal wave of money, attracting a beautiful woman, etc.

38. The "Injury Risk" Strategy

The "injury risk: you may want to sit down before you read this..." strategy tells your prospects that if they read your sales letter, they could be swept off their feet, fall down or faint. It also tells them you are going to tell them some shocking and mind-boggling information. They will be curious to see how it will affect them reaching their goals.

39. The "Pop Quiz" Strategy

The "quick pop quiz: why do most people fail at (topic)?..." strategy tells your prospects that you want them to answer that question so you can prove a point about your product. Of course you can tell them, "No, it's not too obvious an answer." Most of your prospects would answer then you just tell them the correct answer. Plus, the pop quiz part will grab their attention because, like in school, it always gets the students' attention because they are never ready for one.

40. The "Back Door" Strategy

The "discover the back door way to (your product's benefit)..." strategy

tells your prospects that your product will allow them to gain their desired benefit with a secret loophole that you found. You can mention you are the only one that knows about it. Usually a "back door way" is a way to do something that is easier, cheaper or faster than normal or usual methods.

41. The "Multiply That Feeling" Strategy

The "have you ever felt really (feeling/emotion)? Well, now you can multiply that feeling by (no.)..." strategy tells your prospects that your product will give them a benefit that will make them feel far better than normal. You could say - Have you ever felt really happy, excited, satisfied, relaxed, etc.

42. The "Technology Classroom" Strategy

The "turn your phone into a (topic) education..." strategy tells your prospects that your information product can turn their technology products into a learning center. For example - Turn your (phone, cell phone, computer, car stereo, DVD player, tape player, CD player, etc.) into a (college, university, school, diploma, degree, education). You just need to convert your information product into a format that will work with one or more of those technologies.

43. The "Aren't Born That Way" Strategy

The "great (type of profession) aren't born, they're taught and trained..." strategy tells your prospects that it's a myth that they have to be born with certain knowledge or skills to gain their desired benefit. Tell them

your product will give them everything they need to reach their goal.

44. The "Novice Advantage" Strategy

The "(types of professionals) don't get it for less than (\$), but you will..." strategy tells your prospects they will get a discount on your product because they are your subscriber, are newbies or are on someone else's list which you made a J.V. deal with. You can tell them they will get a lower price than your other clients like: doctors, investors, lawyers, bankers, etc.

45. The "Demonstration" Strategy

The "check out this online video of me using (your product's name)..." strategy tells your prospects to watch you in action using the product you're selling to gain the desired benefit they want. They will get a clear image of how much easier and effective it is to own your product.

46. The "Handpicked J.V. Partner" Strategy

The "I've handpicked you to be one of my joint venture partners..." strategy tells your prospects that you have been watching and studying them and like their professionalism. You can tell them you've bought their products, subscribed to their newsletter(s), read all their content, etc., so you know all about their skills and knowledge of marketing. It will make them feel special that you think highly of them as a marketer and that you have researched them so thoroughly.

47. The "Spend Quality Time" Strategy

The "if you could spend (no.) (hours, days, weeks, months, years, etc.) with (expert's name), how much would you spend?..." strategy tells your prospects that the product will contain so much information condensed into a format they can learn all in a much faster period of time. You could also offer a full length, uncut version that you could charge more for.

48. The "Traffic Discount" Strategy

The "if you are (an action that helps your business) you'll get it for only (\$)..." strategy tells your prospects they will get your product for a lower price than everyone else if they help your business in some way. It could be if they are a registered member of your forum, an active affiliate, if they give away your viral freebie, link to your web site, etc. You could even give different prices for different actions or a lower price if they are doing two or more of those actions.

49. The "In A Year's Time" Strategy

The "if usually it takes you (no.) (minutes/hours) to (an action/benefit), imagine if you do it (no.) times a year, that's (no.) (days) of work..." strategy tells your prospects that you are adding up the time it takes in a year to gain their desired benefit. Tell them your product will eliminate how much time it takes and how much time it will save for enjoyable stuff.

50. The "Reoccurring Cheap Deal" Strategy

The "the (daily/weekly/monthly) deal..." strategy tells your prospects that

each day, week, or month you have a special low price deal for one of your products or resell products. This will allow you to create urgency by telling them the product deal will end on a specific period of time and it will be removed, and a new product deal will be added to your next deal. You could even archive past deals they could see but add a slightly higher price. Another idea would to add an affiliate program so people will promote it every time you change your product deal.

Secret Marketing Strategies - Volume #14

1. The "Better Deal" Strategy

The "(your membership site's name) members already have access to (your product name) with their monthly membership..." strategy tells your prospects that they could purchase your main product or join your paid membership web site and get it for no cost. You could make a monthly income from them instead of just the one sale. It will sound like a better deal or bargain to just join your membership web site.

2. The "Outbid Everyone" Strategy

The "I'm auctioning off (one of your businesses or resell, master resell or private label rights products) to one person..." strategy tells your prospects they could have their own unsaturated business if they outbid everyone else. You could have a minimum starting bid and a date the auction will end to create urgency, and say how much the business usually makes you per month. You could have a real time system of the

auction results on your web site so people can keep track of how much they need to keep bidding to win your auction.

3. The "O.T.O. Special Sale" Strategy

The "my (no.) hour O.T.O. (one time offer) special sale..." strategy tells your prospects that before they were offered your one time offer for a certain price but you decided to lower that price for a certain period of time. If it was just the price or financial hardship that held them back before from buying, they will jump on your O.T.O. this time.

4. The "Sorry, No Bonuses" Strategy

The "sorry, I'm not offering any bonuses..." strategy tells your prospects that you aren't offering any bonuses to your resell, master resell or private label rights product. You can tell them that the rights for making 100% profit from your product is more of a bonus than all those junk bonuses most businesses are offering.

5. The "How Much Effort?" Strategy

The "spending a little money and giving (low number)% effort is better than being cheap and giving 100% effort..." strategy tells your prospects they have a choice about how much effort they want to give to gain their desired benefit. People usually don't want to give much effort these days because they are used to getting everything instantly because of technological advances.

6. The "Job Placement" Strategy

The "we offer a job placement service..." strategy tells your prospects if they purchase your product and learn the skills you are teaching, you have businesses in line to hire them for wage jobs or commission-only type projects. You can tell them you will even get a certification certificate they can present to the businesses you are associated with.

7. The "Past Info Product" Strategy

The "(no.) (months/years) ago I read a (information type product, article, forum posting, etc.) that change my life..." strategy tells your prospects that you based your new product on or got the idea for it from what you read in the past. You can tell them all the positive benefits, feelings, accomplishments, etc., that you've experienced since reading that piece of information and created your own product from it.

8. The "Happy Birthday" Strategy

The "it's my birthday and I'm celebrating..." strategy tells your prospects the reason for your incredible offer is because it's your birthday or because it's coming up very soon. It could be you're having a sale, launching a new product, holding a birthday type event, etc. People may want to give you a birthday gift by purchasing your product(s). Also works with anniversaries, weddings, Christmas or any other holiday or event when it's proper to give a gift.

9. The "Sound Complicated?" Strategy

The "it might sound complicated but..." strategy tells your prospects that,

even with your product, gaining their desired benefit might seem complicated but it's really simple when they think about it. You can tell them it's just a matter of following the directions and taking one step at a time. Tell them you'll offer them 24/7 support in case they need you to take them by the hand and walk or talk them through it.

10. The "Real Time Numbers" Strategy

The "(no.) people are currently visiting my web site and (no.) people have ordered (add a live counter)..." strategy tells your prospects how many people are viewing your offer in real time and a real time running total of how many people that have ordered and are ordering. People will get excited to see all this detailed information and know that they aren't alone.

11. The "What's Mandatory?" Strategy

The "here's what you need to (your product's benefit)..." strategy tells your prospects all the mandatory things most people need in order to gain their desired benefit. You just need to show them that your product offers all those things and your competition doesn't.

12. The "J.V. First With Me" Strategy

The "bonus: you will get my J.V. announcement before everyone else..." strategy tells your prospects if they purchase your product, they will be one of the first to profit in the future from your new product launches. You can also mention they will get to see your new products for free or at a discount before everyone else.

13. The "Want To Advertise?" Strategy

The "bonus: a discount on advertising..." strategy tells your prospects that if they purchase your product, you will give them a discount on buying advertising from you or someone else you made a deal with. It could be for pop-up advertising, banner advertising, forum advertising, etc.

14. The "It Took Forever" Strategy

The "this isn't one of those e-books that was created in (no.) hours..." strategy tells your prospects that your new information product wasn't thrown together in a hurry just to make a quick buck on some new, in demand subject. You can tell them you thoroughly researched the subject and personally wrote it, instead of allowing some ghost writer with the lowest bid to write it.

15. The "Foreign Friendlies" Strategy

The "I've created a different version for all the major countries..." strategy tells your prospects that your product can be used by all people, all over the world. There are many differences between countries on what can and can't be done with products, like laws, beliefs, languages, religions, etc.

16. The "Double Mystery" Strategy

The "there are mystery chapters written by mystery authors and experts..." strategy tells your prospects that your information product has undisclosed information given by undercover experts they will only learn about if they purchase your product. It could be mystery authors, speakers, experts, celebrities, etc., for e-books, speeches, audio recordings, videos, etc.

17. The "Physical Downfall" Strategy

The "does not (your product's benefit) make your (a negative physical reaction)..." strategy asks your prospects if their knees shake, voices crack, throats lump up, hearts pound, palms sweat, bodies shake or heads ache without owning your product. If they have had those physical reactions in the past, they will want to get rid of them in the future.

18. The "One Opportunity" Strategy

The "if you had just one opportunity to (your product's benefit), would you?..." strategy tells your prospects they will have just one shot to gain their desired benefit. It questions whether they are going to pass up their only chance to improve an aspect of their life or reach their goals.

19. The "Is It A Gamble?" Strategy

The "is it always a gamble that (type of product) works properly?..." strategy asks your prospects if they are tired of buying products from your competition that only work half the time. You could tell them it's like needing to be dealt an ace in a poker game in order to win. You just need to give them solid proof why your product works every time.

20. The "Problem After Problem" Strategy

The "sometimes does it feel like when you buy (a type of product) to solve a problem, it just creates more problems..." strategy tells your prospects that your competition's product is more trouble than it's worth. You can tell them your product won't create all those extra problems. For example, you buy diet pills that have 20 possible side effects to lose weight.

21. The "Define The Name" Strategy

The "(your business or product name) (a definition of each word in the name)..." strategy tells your prospects by definition what your business or product name means. The definition of the words in your business name should help persuade people to buy. For example, if your product name was Secret Marketing Strategies, it would look like secret (the definition) marketing (the definition) strategies (the definition).

22. The "Time Of Year" Strategy

The "did you know our competition raises prices during (a certain time of year)..." strategy tells your prospects that you don't raise your prices to take advantage of the time of year. The times of the year could be winter, summer, spring, fall, Christmas, Halloween, Valentine's Day, etc. Another example, 'Did you know our competition charges for batteries? We don't!' The stuff businesses charge extra for can be gift wrapping, shipping, personalization, etc.

23. The "Do They Benefit?" Strategy

The "most (type of professional or expert) don't know what they are talking about..." strategy tells your prospects that some people give advice or write information about a subject but can't benefit from it themselves. For example, a 400 pound man who writes an e-book about losing weight (unless of course, he was 500 pounds at the beginning). You just need to prove to your prospects that your competition doesn't do what they preach and you do.

24. The "Finders For Free" Strategy

The "I challenge you to find these same tips from any other source and I'll give it to you for free..." strategy tells your prospects that they are going to have to purchase your product in order to see if they can somehow get your product for free. Another idea would be to give them a refund plus a little extra cash and they can still keep your product.

25. The "Bonus Addition" Strategy

The "add your own bonus to my product package and get it for free..." strategy tells your prospects if they donate one of their own products to your product package, they will get your product and all the other bonus products that have been added for free. You can also mention they can direct people to their own web site before they give them access to their bonus product.

26. The "They're Protecting It" Strategy

The "he/she made me promise I would make you check/sign this non-

disclosure agreement before I sold this product to you..." strategy tells your prospects that you are selling someone else's product for commissions or 100% profits and that it is protecting that person's information product. You can tell them that you are making them do it because it's not fair if others or your competition don't have to pay for it like they did.

27. The "Every Day Experience" Strategy

The "you could be experiencing this every day..." strategy tells your prospects a detailed short description or story of the positive, easy experiences they will have with your product. For example - you wake up in the morning, you pop a pill, you drink a cup of water and you eat whatever you want all day long without worrying about gaining weight.

28. The "My Friend's Advice" Strategy

The "hurry, I've been told by one of my best friends who is a (topic) (an expert) that I should raise the price..." strategy tells your prospects they better hurry up and order because you may eventually be persuaded by your friend to raise your price. Most people realize that people can be easily persuaded by close friends and experts.

29. The "Extra Per Month" Strategy

The "the first (no.) people who join will get an extra (no.) (type of product) per month..." strategy tells your prospects that if they are one of the first to sign up to your membership web site, they will get extra products every month for as long as they stay a paid member. It could be

extra e-books, articles, reports, etc.

30. The "Divided Speaker" Strategy

The "it's like getting (no.) seminars for the price of one..." strategy tells your prospects that you are going to have a lot of speakers at your seminar, but they will only pay for one speaker. It sounds more like a bargain if you add up the total number of speakers at your seminar and let them know what just one of them charges.

31. The "Numbers Don't Lie" Strategy

The "there are (no.) searches for (subject of keyword/key phrase)..." strategy tells your prospects that tons of people want the type of product that you are offering them to sell. You can tell them that those numbers don't lie and how profitable your product is. Tell them it shows people are hungry for your product. You could be offering them a resell rights product, an affiliate product for commissions, an MLM product for commission on many levels, etc.

32. The "Steal Their Success" Strategy

The "you can model, borrow, and outright steal these (no.) success stories to (your product's benefit)..." strategy tells your prospects that you are offering so many examples of people who have had success with your product or who are gaining the desired benefit they want. It could be offered as a bonus for your main product. You could mention that you made a deal with the people in the success stories that you would only offer so many free copies so they don't have too much competition.

33. The "Buy Then Resell" Strategy

The "as a product owner you can get the (resell, master resell, private label) rights for a (no.)% discount..." strategy tells your prospects if they are already an owner of your product or become an owner of your product, they can get the resell rights for less. They will realize that it's cheaper to buy the product then separately buy the rights rather than buying them both at the same time.

34. The "Server Overload" Strategy

The "this is free until we reach our maximum server load..." strategy tells your prospects they better hurry up and purchase your product or you are going to start charging for the bonus that you are currently giving away. Tell them once you have to buy more space, you will start charging for the bonus to offset the costs. It could be that your bonus is a membership web site, an online software product they can use, etc.

35. The "Hit Higher Commissions" Strategy

The "if you refer (no.) or more visitors a (day/week/month) you'll get an increase in commissions..." strategy tells your prospects that if they send so many visitors to your web site as an affiliate, you'll give them a higher commission per sale. You could even tell them that those higher commissions are usually only for your handpicked joint venture partners.

36. The "Before I Do" Strategy

The "promote it before I do..." strategy tells your prospects that if they purchase the resell rights to your product or promote it through your affiliate program, they will get to market it before you do. It gives them an advantage to sell your product before you promote it to your own prospects. You'll make money either way.

37. The "Price Story" Strategy

The "here's how I came up with the price..." strategy tells your prospects the process you used to decide on the price of your product. You can tell them you allowed some close friend or colleague to use it and they said to charge a high price. You can tell them you also surveyed your prospects about how much you should charge for it and they chose a high price. You can tell them you are selling it at a lower than suggested price because you wanted to give everyone a chance to buy it but you could change your mind in the future. Your prospects will see the value in your offer because others have told you to charge a high price.

38. The "Benefit's Value" Strategy

The "how to (benefit) (\$ no. - value), 3 ways to (benefit) (\$ no. - value), etc..." strategy tells your prospects that you are giving them the retail value of each benefit that comes with your product. For example, it's like when a business lists the retail value of each bonus in their product package.

39. The "Older And Upgraded" Strategy

The "the (no. - high number)th version is ready..." strategy tells your

prospects that your product must really be good if it's still selling after all these upgrades. You can even let them know the date you first released the product or how many years ago it was first introduced.

40. The "Need And Wants" Strategy

The "most (type of business) main priority is to sell as many products as they possibly can..." strategy tells your prospects that your main priority is to serve the needs and wants of your customers. You can tell them you know that loyal, long-term customers are more valuable to any business than just forgetting about them and moving on to new customers. Of course new people will want to become your long-term customers after reading that.

41. The "Hiding Something" Strategy

The "you might be wondering why you don't hear about people that (your product's benefit)..." strategy tells your prospects that those people want to keep their identities and strategies secrets so they will have an unfair advantage over others. You can tell them that your type of product is what they are trying to keep a secret. They will want to purchase it so they too will have an advantage.

42. The "Bonus Evidence" Strategy

The "here are some testimonials for our bonus..." strategy tells your prospects that you offer testimonials for your bonus products. Many businesses don't use testimonials for their bonus products and it will increase the perceived value of them. You could even add longer success

stories or case studies about your bonus products.

43. The "First To Know" Strategy

The "get free updates for (no.) (months/years)..." strategy tells your prospects that if there are any changes for what they need to do to gain their desired benefit with your product, they will be the first to know. As you know, in life laws can change, policies can be added or deleted, technology is always going forward, information changes daily, etc.

44. The "Contest Updates" Strategy

The "affiliate update: changes in the contest standings..." strategy tells your prospects that if they promoted your product during your affiliate contest, their position may have changed for the good or bad. It could affect if they get a prize or are chasing a bonus. You could even tease them about others who may be close to them with the number of sales they made or who are getting ready to promote it very heavily so they get more motivated to make more sales for you.

45. The "Learn Something New" Strategy

The "every time I (read, listen to, watch) it I learn something new..." strategy tells your prospects that the affiliate information product you are promoting teaches you how to benefit differently every time you read, listen or watch it. You can also mention you take notes from it, highlight important passages, underline key information, etc. People will assume it must be good for you to give that much time and effort in studying it.

46. The "T.O.C. Omissions" Strategy

The "table of contents: chapter #1: how to XXXXXX in XX minutes, chapter #2 X ways to increase your XXXXX, etc..." strategy tells your prospects that you are teasing them by displaying your information product's Table Of Contents with omitted words. It will grab people's curiosity and make them want to find out what they are missing.

47. The "Forget Taking Notes" Strategy

The "I took all the important notes for you..." strategy tells your prospects that if they purchase your information product's DVD, CD or Internet audio or video recording, they won't have to go through the time and hassle of taking notes of the important points. You could even include a transcribed version of the whole audio or video with the important points highlighted or underlined, so they could read it all at their leisure and skip over the parts they want.

48. The "Offline Gift" Strategy

The "you'll get a (\$) (no.) (offline store name) gift card..." strategy tells your prospects that if they order your product, you'll give them a gift card from an offline store where they can redeem it, unless the store also has a web site which they could use it on. This will allow your prospects to actually pick out a bonus they really want and have a small shopping spree at the same time.

49. The "I Haven't Been Drinking" Strategy

The "I swear I haven't been drinking anything..." strategy tells your prospects that you assume they will think your offer is so good or your price is so cheap that you might be under the influence of a legal or illegal drug. Other things you could say are: No, I'm not smoking anything either, I promise I haven't been popping any pills today, etc.

50. The "Last Date" Strategy

The "here is our last testimonial (date of it)..." strategy tells your prospects that you just recently added a new testimonial to your sales letter. It shows your prospects someone just recently benefited from your product and people are still buying it. By using an exact date, it won't sound like it was made up or anything.

Secret Marketing Strategies - Volume #15

1. The "Feeling Guilty?" Strategy

The "don't purchase our product if you're going to feel guilty about others struggling to (your product's benefit)..." strategy tells your prospects that other people will have a harder time gaining their desired benefit without your product. It uses reverse psychology and many people do feel guilty when they are gaining a benefit while others are struggling.

2. The "Valuable Skill" Strategy

The "this one skill alone is worth (no.) the cost of (your product's name)..." strategy tells your prospects that your product will give them a skill that will pay for itself. You can relate the pay back to money, emotional or physical rewards that they will get.

3. The "They Are Lazy" Strategy

The "you'll (benefit) while your friends just sit on their butts..." strategy tells your prospects that they will be improving their lives with your product while their friends don't do productive things. It will show them that your product will give meaning and purpose to their lives. You also could be more specific about the non-productive things your friends are doing. For example - partying too much, sleeping in too much, watching TV too much, talking on the phone too much, etc.

4. The "What Problem?" Strategy

The "you say you have a (topic) problem? What (topic) problem?..." strategy tells your prospects that your product will make their problem disappear. You could also compare all the different levels of people who decided not to solve their problem. For example, some people may do okay, some will just get by and some will fail, etc.

5. The "Unsaturated" Strategy

The "grab the unsaturated resell rights to (your product's name)..." strategy tells your prospects that your resell rights product isn't old or outdated and available for sale everywhere else. Most marketers know that highly saturated resell rights products affect their ability to make a

profit with them.

6. The "Resell Comparison" Strategy

The "compare my resell rights collection with my competition's..." strategy tells your prospects that they can go and check out your competitor's package because yours is way better. You can mention your resell rights collection is always updated with new titles and the products they sell get regularly updated. You can also mention your pack isn't like those big, old reports packages and e-book packages that are sold all over the Internet.

7. The "Keep This Safe" Strategy

The "print this out and read it now..." strategy tells your prospects that your sales letter is important enough to actually print out and read. You could always mention that they will learn so many valuable strategies from it, they should keep it posted on their desk, place it on their bookshelf or keep it locked in their safe.

8. The "1 Minute Application" Strategy

The "filling out this (no.) minute application could (your product's benefit)..." strategy tells your prospects that you are accepting applications for people to purchase your product. If it's a short application, tell them how little time it will take them to fill it out. By adding an application to your selling process, you can say that not all the applications will be accepted, so it will make them really excited to buy if you select them. It's like they beat out others for the chance to gain their desired benefit.

9. The "Resell Gifts" Strategy

The "each person contributed a (resell, master resell or private label) rights product to this package..." strategy tells your prospects that if they purchase your product they will get the big resell package for free. You can tell them they can even add their own resell product to the package. You can tell them this package as a whole is only available to customers of the product you are currently offering.

10. The "Camouflage" Strategy

The "give away or sell this sales report..." strategy tells your prospects that you converted your sales letter to a report format with valuable pieces of information. You could even allow them to brand your sales report so they can earn commissions from it. It will spread your disguised sales letter virally all over the Internet.

11. The "Double Sale" Strategy

The "sell just one and it will double your investment..." strategy tells your prospects that you normally sell your resell product at a certain price but they will get it for half off what it costs without resell rights. So if they resell the product to people at your regular price, it will only take one sale to get double what they paid for the resell rights license.

12. The "Master It Fast" Strategy

The "only (no.) free master resell rights upgrades left..." strategy tells

your prospects that if they purchase the resell rights to your product, they will automatically get upgraded to master resell rights. It will create more urgency by placing a limit on the number of master resell rights licenses you will release.

13. The "Measly Yes" Strategy

The "would you invest a measly (\$ to (your product's benefit)?..." strategy tells your prospects to answer "yes" to your question because their total investment doesn't compare in value to the benefit they will get. Once they mentally say "yes," they will continue to read your ad for more details or buy right away.

14. The "Why So Cheap?" Strategy

The "but why am I giving this way for only (\$)." strategy tells your prospects that your product sounds very valuable but your price is so low, it will make them want to know why. You need to use an honest reason that will make them say "that makes sense." For example, you could say that you want to prove to people that it's still possible, even these days, to get a good quality product for a very low price.

15. The "No Promises" Strategy

The "I'm not going to promise that (your product's benefit) because I don't know you personally..." strategy tells your prospects the reason why you are not going to promise that they are going to get their desired benefit. You could say it's because you don't know their background, their specific situation, their education level, their skills, their emotional state,

etc.

16. The "Carbon Copy" Strategy

The "I made (\$) last year and I'll show you how to duplicate my success..." strategy tells your prospects that you will give them the exact step-by-step plan and tools you used to make that money. For example, if you sold a resell rights product, you could say: "I'll give you the rights to sell the same package of products and show you where and how I promoted it."

17. The "Select A Buyer" Strategy

The "enter to be randomly selected to purchase my product..." strategy tells your prospects they can sign up to your opt-in form/squeeze page for a random chance to purchase your product. You can tell them if the sales letter appears after they opt-in, it means they won a chance to purchase your product. You can tell the people that don't win to reenter and try again. People get excited and in a good mood when they win something so once you have them excited it's easier to sell to them.

18. The "Undisclosed Goal" Strategy

The "we've almost reached our sales goal so hurry..." strategy tells your prospects that you have an undisclosed goal to sell so many copies of your product and once you reach that goal, your sales letter will be removed. You can tell them if they leave now and come back later, it could be too late. With them knowing you're close to selling out your product, they may order because they really aren't sure just how close

you are.

19. The "Lowest ROI" Strategy

The "check out the lowest possible return on your investment..." strategy tells your business prospects that if they use just one strategy from your business info-product and gain just one lifetime customer, it will more than pay for their purchase price. You could also make it out as "just use one strategy and make one sale" if their profits from the sale of one of their products are higher than what you are selling yours for.

20. The "Talk To Yourself" Strategy

The "once you use it you'll say to yourself..." strategy tells your prospects what they will tell themselves once they gain the benefits from your product. It needs to be something that will attract them to buy instantly, like: "It's great! Why did I wait so long to buy it?" "If I would have bought this sooner, I wouldn't have had (a negative effect)."

21. The "Re-Reading" Strategy

The "I've read it (no.) times already..." strategy tells your prospects that the affiliate info-product that you are selling is so good that you read, listened or watched it multiple times. You could even add up the number of hours or days you took out of your spare time. For example, "I've spent well over 16 hours of my spare time this week reading and re-reading it and enjoyed every minute of it."

22. The "Million Dollar Secret" Strategy

The "discover the (\$) secret..." strategy tells your prospects that you made a specific amount of money using one tip, strategy, secret, trick, etc., from the money-making information product you are selling. You could name all your benefits in your sales letter after the amounts of money you made off each one and keep the details of each benefit a secret. It will draw a lot of curiosity for your products. For example, "Learn the \$15,678 strategy"; "Discover the \$45 per hour formula"; etc.

23. The "I Own Many" Strategy

The "I'm the owner of several other very successful web sites..." strategy tells your prospects that the web site they are on is only one of the web sites you own. You can tell them the name, URL and traffic ranking (if it's good) of the web sites. It will show them just how successful you are and give you some extra credibility. Plus, you may make some sales from the people who decide to check out your other web sites too.

24. The "No Reason" Strategy

The "there is no reason you couldn't do what (a name) did..." strategy tells your prospects that you are commenting on one of the people from your testimonials in your sales letter. Plus if the person in the testimonial has gone through more obstacles than most of your prospects, then say something like: "There is no reason you couldn't do what Mike did and he did it with only one arm."

25. The "Extra Resources" Strategy

The "if you want to learn more about (your product's topic), here are (no.) excellent sources (links)..." strategy tells your prospects other products they may need that aren't in direct competition with yours in your sales letter. You could even recommend the products with your own affiliate links to make money. Just make sure those other web sites open in another window so people don't leave your sales letter's page.

26. The "Anyone Of You" Strategy

The "anyone can do this..." strategy tells your prospects that anyone who purchases your product can gain their desired benefit. You can tell them people just like them are doing it every day. You can mention the different types of your customers who are benefiting, like: cab drivers, plumbers, teachers, bakers, chefs, mechanics, etc.

27. The "Hyper Keyword" Strategy

The "business(hyperlinked), marketing(hyperlinked), increase traffic(hyperlinked)..." strategy tells your prospects that many of the keywords and key phrases in your ad copy are text links too. They will be curious to click on one to see where it leads. You could lead them to an opt-in page, an Adsense page, an affiliate product page, to your other product page, etc. It will give you the chance to make extra profits even if they don't buy your main product. Just make sure those pages open up in other windows so that they don't leave your main sales letter.

28. The "Leave Now" Strategy

The "leave this page if you want to (a negative effect)..." strategy tells

your prospects that if they aren't going to do anything to improve their life, you don't have any time for them. For example, "Get out of here if you want to be overweight forever!"; "Don't purchase if you want to be broke!" etc. Most people don't want negative problems in their lives so it may persuade them to buy.

29. The "Niche Bonus" Strategy

The "free bonus: hey, (type of people) this is for you: (the bonus)..." strategy tells your prospects that you may be selling a product that anyone can buy but you are targeting one or more of your bonuses to a select group of people. It could be a free bonus for women, men, doctors, marketers, stay-at-home moms, etc. It will help you sell more products to a particular group of people and you can advertise your product on highly targeted web sites, search engines, etc.

30. The "Negative Guarantee" Strategy

The "this guarantee is for any (negative label) that can't (your product's benefit)..." strategy tells your prospects that if they can't get their desired benefit with your product and ask for a refund, they will be labeled something they don't want to be labeled. For example: "This guarantee is for any quitter that can't achieve a B+ average."

31. The "Affiliate Tease" Strategy

The "you will buy my product anyway once you see how well it sells..." strategy tells your prospects that you aren't going to force them to purchase your product before they join your affiliate program like some

businesses do. You will show them how much confidence you have about your product and they will assume they will have a good chance to make a lot of money by joining your affiliate program.

32. The "Check it" Strategy

The "check any of the boxes that apply to you..." strategy tells your prospects to take physical action or interaction with your sales letter. Sometimes when people take a little action or get physically involved in the sales process, it sets them in full motion to buy and gain their desired benefit.

33. The "Junkie" Strategy

The "I have a confession to make: I'm a (type of product) junkie..." strategy tells your prospects that they aren't the only addicts who purchase product after product to gain their desired benefit. It will show them that it's okay to invest in your product even though they may already own a ton of similar ones. Plus, tell them why your product is different from the rest.

34. The "Advertising Specialty" Strategy

The "bonus: a (your product's name) T-shirt..." strategy tells your prospects that they are going to get a specialty item as a bonus which they can use in their every day life. You'll get free offline advertising by placing your product information on the item. It could be your product name, web site address, etc. Some good advertising items are coffee cups, bumper stickers, key chains, pens, license plate covers, etc. You

can also tell them the quantities and that it's on a first-come, first-served basis - once you run out, that's it.

35. The "Commission Call" Strategy

The "make (no.)% commissions on this call..." strategy tells your prospects that if they sign-up to your affiliate program and promote your free tele-call they can earn money. Just tell them to get people registered for the free call and you'll help close the sale for them. You could even tell them if they make over so many sales they will get a prize; the product or higher bonus commissions.

36. The "Myth And Fact" Strategy

The "MYTH: (a description of the myth). FACT: (a description of the fact)..." strategy tells your prospects a myth that would stop people from purchasing your product and a fact which quickly eliminates the myth. For example, MYTH: You need a big investment to start your own business. FACT: You can start your own successful business today for only \$10.

37. The "It's Your Fault" Strategy

The "if you don't (your product's benefit) this (week/month/year) it's because you didn't read this letter..." strategy tells your prospects they won't benefit unless they read your sales letter. In your sales letter you can give them tips for gaining their desired benefit but tell them your product will allow them to gain their desired benefit quicker and easier than your competition's.

38. The "Perfect Time" Strategy

The "have you ever wished you were in the perfect place at the perfect time to (your product's benefit)..." strategy tells your prospects they can take advantage of one of those situations by purchasing your product. You can tell them that you have a new feature that your competition doesn't have; you offer a patented benefit that no one else can offer; you teamed up with another business so you can offer them more for their money; etc.

39. The "Behind The Scenes" Strategy

The "I've secretly helped successful (topic) experts for years..." strategy tells your prospects that you work behind the scenes to help these experts become successful. You can even ask the experts that you've helped to give you an endorsement or testimonial. You can tell them now you are finally going to allow the masses to get your help and product so they can become successful too.

40. The "Personalized" Strategy

The "it can be personalized..." strategy tells your prospects that they can custom order your product with their business name, web site address, logo, or any other advertisement on it. If it's just for normal consumers, you could say their name, picture, pet, age, etc. Or if it's going to be a gift for someone else, they can personalize it with that person's personal information.

41. The "Trust Who?" Strategy

The "there are all kinds of people becoming (your type of business/profession) every day..." strategy tells your prospects that the market is being saturated with tons of wannabees and it's getting hard for them to know who to trust. You can instantly eliminate all your new competition by giving them a reason to trust your business. You can mention how long you've been in business, how many customers you have served, how many similar businesses have gone under but you're still standing, etc.

42. The "What's Wrong?" Strategy

The "you would have to be a (negative label) not to order..." strategy tells your prospects that if they don't order, you are almost positive something negative has to be wrong with them. You can tell them that you don't want to insult them but that's the only way you can think of to describe people who don't purchase your product. You could use descriptions like dumb, crazy, insane, slow, a bonehead, stupid, etc.

43. The "I'll Pay You If" Strategy

The "I'll pay you (\$) cash if you can find..." strategy tells your prospects that you are daring them to find a better product than you are offering them or you'll pay them so much money in cash. Another idea would be to give them your product for no cost. It could be that you challenge them to find a stronger material, a lighter model, faster results, etc.

44. The "Non-Sale" Strategy

The "(your product's name) is not for sale at any price..." strategy tells

your prospects that they won't be able to purchase your product. This is a great way to offer a freebie product because people will read your ad, get excited if they like it and assume they will have to buy it. However you tell them toward the end of your ad it's not for sale but it's free. They will almost instantly register to get your freebie. You could make money by offering an upsell or back-end product on your thank you page.

45. The "My Last Nickel" Strategy

The "I'd bet you my last (dime, nickel, etc.) that they will (your product's benefit)..." strategy tells your prospects that you're very confident that your product will help them achieve their goals. People will assume your product is good when they see you are willing to bet against something you don't have to. You could always say that you'll bet your last candy bar, the shirt on your back, etc.

46. The "Depressing Life" Strategy

The "if you're not going to get off your butt and improve your life, go back to (stuff people do when they feel sorry for themselves)..." strategy tells your prospects that if they don't order your product to gain their desired benefit, they should just go back to their old, depressing lifestyle. Things that people usually do when they are feeling sorry for themselves is sleep a lot, mope around, lie around, watch a lot of TV, don't shower, eat a lot of junk food, etc.

47. The "Guarantee Count-Up" Strategy

The "it's not guaranteed for 30 days, or 60 days, or 90 days but it's

guaranteed for 1 full year..." strategy tells your prospects that they get a very long time to try out your product. The count-up of the length of your guarantee can sometimes get people excited because many people are used to the 30-day and 60-day money-back guarantees.

48. The "Don't Care?" Strategy

The "don't purchase my product if..." strategy tells your prospects not to buy your product if they already have their desired benefit or don't care that they don't have it. For example, don't buy if you already are at your perfect weight ... if you're not jealous that other people are skinner than you ... if it doesn't bother you that people might be making fun of you behind your back ... etc.

49. The "Negotiate A Sale" Strategy

The "contact me if you're still not sure about ordering (your product's name)..." strategy tells your prospects that they can e-mail, IM or call you personally and discuss their situation and how your product can help them. It will be one of your last chances to make a sale before they forget about your product and move on.

50. The "Don't Assume" Strategy

The "it's not going to cost as much as you think..." strategy tells your prospects that they shouldn't assume that your product is going to cost a lot or be out of their price range. When people start reading your ad and your sales letter and the product sounds great, they will naturally start to assume it's going to cost them a lot of money. If your product is

expensive then you should offer an easy way for them to pay, like offering a payment plan.

Secret Marketing Strategies - Volume #16

1. The "Blast From The Past" Strategy

The "if you order today, you will also receive all the past (bonuses or products) that I've previously removed..." strategy tells your prospects that in the past you removed some things from your offer that they would never have had the chance to get until now. It could be older products, articles, reports, software, courses, content, etc.

2. The "Bought Everything" Strategy

The "like you, I've bought products from everywhere imaginable and they still didn't work..." strategy tells your prospects that you know that they have likely bought a lot of products from all sorts of places which never lived up to their claims. You could mention they may have bought them from infomercials, catalogs, the Internet, seminars, etc. You can say that after all those horrible experiences, you finally decided to develop a product that actually works.

3. The "A Bonus Date" Strategy

The "special bonus just added! (date) (time)..." strategy tells your

prospects that you recently added a new bonus to your offer. It may excite them that it has just been added because they will be one of the first to get it. You could even tell them the date your next new bonus will be added. They will assume they will keep getting new bonuses as a paid customer.

4. The "Buyer Advantage" Strategy

The "all my paid customers get told about my new product releases before my regular prospects...." strategy tells your prospects that if they become a paid customer, they will get a chance to benefit from your new product releases before everyone else. You could give your paid customers another perk, like being the first to join your new affiliate program for the new products you release.

5. The "Buy A Bio" Strategy

The "I'll reveal more about my past with you when you become a customer..." strategy tells your prospects that they can learn more personal and professional things about you when they purchase your product. You could have a partial bio on your web site and a full bio sent with their product package or on your thank you page. Many people become curious about your whole life and history when they decide to purchase something from you.

6. The "Inside The Mind" Strategy

The "go inside the mind of successful people that have (your product's benefit)..." strategy tells your prospects that you will give them the

mental instructions for using and gaining their desired benefit with your product. You could mention they will learn the habits, attitudes, beliefs, mindsets, emotions, etc. of other people that have been successful with your product. You could just interview these people and compile it into an information product.

7. The "Bed Of Nails" Strategy

The "I'd rather lie on a bed of nails than not have (your product's benefit)..." strategy tells your prospects now that you know what it's like to have your desired benefit with your own product or someone else's, you would do almost anything not to go back to the way it was. You could explain the emotions you used to have, the problems that you experienced, the way it affected people around you, etc. Other descriptions of torture are: walking over glass, needles shoved under your finger nails, lying on hot coals, etc.

8. The "Back You Up" Strategy

The "bonus: you'll get a back up copy shipped to you..." strategy tells your prospects that you will give them a physical back up copy of your digital product that they normally just download. Tell them it will save them the time and frustration of re-downloading it if their computer crashes, if they get a destructive virus, if they accidentally delete it, etc. Tell them to hurry because you only produced so many copies.

9. The "My Favorite" Strategy

The "my favorite food is..." strategy tells your prospects that you are

revealing some fun, personal information about yourself that is unrelated to your product. It will lighten up your sales letter or pitch so people might rest their buying defenses for a few minutes. It could be your favorite color, TV show, movie, music, joke, heroes, drink, place to vacation, quotes, vehicle, book, dream item, etc.

10. The "Normal Than Usual" Strategy

The "the normal commission is \$(no.) per sale but if you join the affiliate program through this link, you'll get (\$) per sale..." strategy tells your prospects that you made a deal with the product owner to give your audience a higher commission than normal on his affiliate program. Of course, the owner could give you second tier commissions for telling your prospects about it. It's a win/win deal for everyone involved.

11. The "Law" Strategy

The "discover the (no.) laws of (gaining your product's benefit)..." strategy tells your prospects that if they don't own your product, they may be breaking some laws that they don't know about. Now these laws may not be real laws (like the government makes) but it will still grab their attention because most people don't want to break laws that stop them from gaining their desired benefit.

12. The "I Took The Dare" Strategy

The "one of my customers challenged me to help them (your product's benefit) and I won..." strategy tells your prospects that someone just like them dared you to help them gain their desired benefit and you were

successful. You could even have the person that challenged you write a testimonial or success story and admit you won.

13. The "1001 Ways" Strategy

The "you don't need (no.) different ways to (your product's benefit)..." strategy tells your prospects that your competition may be offering an info-product that tells them a ton of ways to gain their desired benefit. You can tell them it will confuse them and they only need one proven way which your product offers.

14. The "Like Gold" Strategy

The "it's like striking gold..." strategy tells your prospects that you are comparing your product to something which is either related or unrelated that is valuable. Some things that are valuable are diamonds, antiques, collectables, striking oil, a treasure chest, a pot of gold, long lost artifacts, etc.

15. The "Upfront Commission" Strategy

The "I'll give you an automatic (\$) commission..." strategy tells your prospects that if they join your affiliate program, you will give them a certain amount of money in their commissions account without selling one product. It will get a lot of people to sign up but you'd better make sure your active affiliates can cover those costs and still make you a profit.

16. The "Your Thoughts?" Strategy

The "what is the first thing you thought of when you saw the picture of..." strategy tells your prospects that you want to recheck what they thought about when they saw something early in your sales letter. You want the visual impression to be something that will usually create a thought that will persuade them to purchase your product. For example, a picture of a fire may make them think about something hot, being burnt, etc.

17. The "Candy Bar" Strategy

The "for the price of a candy bar, you can get access to all these benefits..." strategy tells your prospects that you are comparing your \$1 trial offer of your products to something they buy every day. Trial offers are usually around a few bucks at the most and last 3 to 30 days. You could compare it to buying a bag of chips, a soda pop, a newspaper, etc.

18. The "Notary Public" Strategy

The "notarized statement: I personally witnessed..." strategy tells your prospects that someone or a third party with authority witnessed and documented you using your product and you gained the desired benefits that you are promising them. You could even have some kind of certified stamp symbol beside the witness statement to make it look official.

19. The "What Vacation?" Strategy

The "it was so good I spent most of my vacation (reading, hearing, watching, using) it..." strategy tells your prospects that someone else's information product you are promoting is so good that you would cut out your fun time for it. You could even mention that your spouse, girlfriend,

boyfriend or friends were mad at you for doing that. Other fun times people have are parties, holiday celebrations, etc.

20. The "Cheap Event" Strategy

The "bonus: a (no.)% discount on any event I hold in the next (no.) years..." strategy tells your prospects that if they purchase your product, they will get a discount on all of your events in the future. It could be a seminar, boot camp, workshop, trade show, etc. People know that these events can be expensive so they will see the value.

21. The "No Affiliate Discount" Strategy

The "don't sign up to my affiliate program if you're trying to buy with your own link..." strategy tells your prospects they can't just join your affiliate program to get a discount on purchasing your product. You can mention that you check all orders manually. If you want to motivate them to promote your product, you can tell them they can order through their own affiliate link if they first make three affiliate sales.

22. The "Tick Tock" Strategy

The "the clock is ticking, every (minute/hour/day) that goes by (a negative effect)..." strategy tells your prospects that the longer they wait to use your product, the worse their problem will get. People will actually picture their problem getting worse and worse in their mind. For example, "Every day that goes by you could be gaining another pound."

23. The "Exaggeration" Strategy

The "I don't want your money if my product doesn't..." strategy tells your prospects that you will refund their money if your product doesn't do something that is highly exaggerated. For example, "I don't want your money if my product doesn't make you so excited that you jump 20 feet in the air." Exaggerations will gain people's attention and entertain them. Plus most people know that you aren't guaranteeing your product will do something that is impossible or unbelievable.

24. The "Proof Of Receipt" Strategy

The "these are real customers and we have screenshots of their receipts to prove it..." strategy tells your prospects you are proving to them that the people in your testimonials aren't made up people. You just want to get those people's permission to use the receipts or other types of proof. You can black out highly personal stuff to help protect their privacy.

25. The "Don't Buy Today" Strategy

The "it's okay if you don't buy today, you can come back tomorrow..." strategy tells your prospects that your web site will still be here tomorrow but you can mention the price might be higher or the bonuses may be removed. People will know they will be taking a chance if they wait too long to order.

26. The "Busy Forum" Strategy

The "see the screenshots of our free forum and all the discussions..." strategy tells your prospects that you are offering access to your forum as

a bonus and it isn't dead like most. Many businesses will throw up a forum really quickly to use as a bonus and they'll only have 2 to 3 postings. Maybe people might have had experiences of those types of customer-only forums and were very disappointed. Overall, it will increase the perceived value of your forum bonus.

27. The "Almost 100%" Strategy

The "make 99% commissions per sale..." strategy tells your prospects that if they join your affiliate program, it will almost be like they are getting the resell rights to your product without all the work. All they will need is a link and you could make money with a one-time offer or upsell. You could even charge a monthly or yearly fee to be eligible for those high commissions.

28. The "Expired Agreement" Strategy

The "my confidentiality and non-disclosure agreement expired..." strategy tells your prospects that you will tell them all about a certain aspect of your competition's business or your own that has remained a secret if they purchase your product. People like to learn about things that have been closely guarded from the general public.

29. The "Less Effective" Strategy

The "I'm sure you'll agree with me that the effectiveness of (topic/competition's product) has dropped..." strategy tells your prospects that they have likely noticed it's harder to get their desired benefit with older products. You need to tell them that you've improve your product or

created a new product to take care of this problem.

30. The "I Worked There" Strategy

The "I used to work for (your competition's business name) and they (negative statement)..." strategy tells your prospects that you used to work for the competition before producing your own product or got a testimonial from one of your competition's former employees. They could say something about how your product is better, how your competition's product is worse, etc.

31. The "Sold Separately" Strategy

The "hurry, I'm considering selling some parts of this (product/package/membership site) separately..." strategy tells your prospects that they better order your product soon or they won't get everything for one price. You could even mention that the overall cost of the product will be more if you divide it up and sell it separately.

32. The "Quiet Benefits" Strategy

The "some people are quietly (your product's benefit), ever wonder how they do it?..." strategy tells your prospects that your product is the secret ingredient that people have been using to gain their desired benefit so easily. You can tell them that now you're going to allow the general public to purchase it even though you might make a few of your longtime clients mad or even lose them.

33. The "Cheating Yourself" Strategy

The "you're cheating yourself out of (your product's benefit)..." strategy tells your prospects that it's their fault that they aren't reaching their goals or improving their life. You can tell them that the only person they can ever blame is themselves because all it takes is one simple purchase.

34. The "Automatic Delivery" Strategy

The "sign up to my monthly autoship program and you'll save \$ (no.) per month..." strategy tells your prospects they can purchase your product every month or have it shipped automatically to them every month. You just get their permission to charge their credit card every month. Plus you can price the autoship program a little cheaper so they'll commit to purchasing your product every month.

35. The "Exact Steps" Strategy

The "just follow these (no.) easy steps and (your product's benefit)..." strategy tells your prospects the actual steps they need to take to gain their desired benefit. For example, STEP #1: Just Invest In My Product. STEP #2: Use My Product for 5 Minutes A Day. STEP #3: Watch The Pounds Disappear.

36. The "Half As Good" Strategy

The "I've bought \$(high no.) (type of product) which were not half as valuable as (your product/affiliate product)..." strategy tells your prospects that you've purchased similar products for more money that weren't as good as your product or an affiliate product. People will think

back to a time when that's happen to them and get those same feelings about your product.

37. The "Sequel Is Coming" Strategy

The "you'll get the sequel for free..." strategy tells your prospects that if they purchase your product, they will get the next installment of it for free and that people who don't will have to pay for it. You can tell them that you're currently working on the second one and the date it will be released. Plus tell them they will get to view or use it before the general public even sees the ad for it.

38. The "Just Like Free" Strategy

The "write it off as a tax deductible business expense, it's almost like getting it for free..." strategy tells your prospects that if they own a business, they should check with their accountant because they may be able to write off your product as a business expense. It also will make them feel that they will be getting it for nothing in the long run.

39. The "Delayed Identity" Strategy

The "you may or may not know who I am but I'll tell you more about me in a little bit..." strategy tells your prospects that you aren't going to reveal your identity till later on in your ad copy. They will at least scroll over or read most of your sales letter to find out if they've heard of you or not. The more they read about your product, the easier it will be to persuade them to buy.

40. The "Fits Anywhere" Strategy

The "you can apply it to almost any area of your life..." strategy tells your prospects that your product has tons of uses. You can say they can use it for their job, relationship, marriage, business, health, finances, etc. You can tell them it will help them save money by not buying different products for each one of those areas.

41. The "Students Only" Strategy

The "students only bonus..." strategy tells your prospects that if they are a certain type of person or have a certain type of profession, they will get an extra bonus for purchasing your product. You can tell them you are doing it because of something related to your own life. For example, "I'm doing this because my daughter is in college and I personally know how expensive it can be."

42. The "Which Is Right?" Strategy

The "there are hundreds of different types of (your type of product) out there, but do you know which one is right for you?..." strategy tells your prospects that you are going to help them find the best product for their particular situation. Of course, you want your advice to them to lean more towards them purchasing your product.

43. The "Past Purchases" Strategy

The "if you've bought (product 1) before then you get it for this price, if you've bought (product 2) before then you get it for this price, etc..."

strategy tells your prospects that you are basing the price of your current product on what products they have purchase from you in the past. If they haven't bought anything from you, they'll have to buy it at the regular price but you'll give them a lower price for purchasing a higher price product in the past.

44. The "Cheap Repurchases" Strategy

The "you don't want to go cheap on (your product's benefit)..." strategy tells your prospects your product may be priced higher than your competition's but they don't want to skimp on achieving their goal. You can tell them the reason is that if they purchase a lower price product, they might have to turn around and buy another one later on, so in the long run your product is cheaper.

45. The "Fast Returns" Strategy

The "(no.)% of people report making their money back the within the first (day/week/month)..." strategy tells your prospects that they have a very high chance to make their money back shortly after they purchase your product. You could base the percentage on your affiliate sign ups and stats or what affiliates tell you.

46. The "Breaking The Law?" Strategy

The "be smart, don't break the law, I'll give you a fair chance to order before I take action..." strategy tells your prospects if they came to your download page illegally without paying, you will be tracking down all illegal sellers and visitors. In case you can't track them down and don't

want to go through the time and expense of taking them to court, you at least make some of your money back from people who give in and order to avoid legal problems.

47. The "Daily Commissions" Strategy

The "for the next (no.) days I'm offering (no.)% commission..." strategy tells your prospects that for a limited time, you are going to up your affiliates' commissions. It could be for your older products or for a new product you are launching. Make sure you give them the date it starts and ends. Extra money can persuade people to work harder, just like at a real job where people work harder for a pay raise.

48. The "Crying" Strategy

The "have you ever seen a (type of person) cry?..." strategy tells your prospects they better read on or click to see why someone is crying. People respond to people or situations where someone may need comfort or need to be cheered up. People also cry when they are happy. For example, one of your customers may have cried because they finally received their desired benefit.

49. The "Resell It First" Strategy

The "bonus: you'll have the first chance to purchase the resell rights..." strategy tells your prospects that if they purchase your product, they will be alerted first and know ahead of time when you offer the resell rights to your product. It could also be master resell rights, private label resell rights, master private label rights, rebranding rights, etc.

50. The "Qualification" Strategy

The "to qualify you must meet at least (no.) of these (no.) qualifications..." strategy tells your prospects that in order to be successful with your product, they need a few qualifications but not all of them. If they do possess the number of qualifications you require, then they will assume they will reach their goal. Some qualifications could be - follows directions well, have so much spare time a day, commit to using your product for so long, can afford to invest in your product, etc.

Secret Marketing Strategies - Volume #17

1. The "On Call Expert" Strategy

The "almost every business has my personal contact information..." strategy tells your prospects that other businesses really trust you and your advice. It could also be your phone number, instant message name, cell phone number, etc. You could tell them that they have your number programmed in on auto dial, your e-mail address saved in their address book, they keep your contact information by their side, they never leave the office without your contact information, etc.

2. The "Puzzle Solver" Strategy

The "I found the missing pieces..." strategy tells your prospects that your product will provide what other products that failed them lacked. Many

people have bought a product that didn't seem to give the exact benefit they were hoping for. You could tell them you will solve their puzzle, that you cracked the code, found the missing ingredients, etc.

3. The "Stimulation" Strategy

The "what do you think of when you (see, hear, feel, smell, taste) (object/thing)?..." strategy tells your prospects to imagine a specific stimulus that will bring up certain mental images, emotions, physical sensations, etc. The stimuli should trigger effects that will persuade them to purchase your product. For example, if you're selling candy for Valentine's Day, you want to use red for the color. It can trigger the emotions of love, passion, sex, and the images of lips, hearts, etc.

4. The "My Opinion" Strategy

The "bonus: product review forum..." strategy tells your prospects if they purchase your product, they will get free access to your product review forum. You or your current members can post reviews of products that are related to your niche. It will be helpful to them since they are already interested in those types of products.

5. The "Junk Products" Strategy

The "(no.)% of (product types) are junk but our product is in the (no.)% that isn't..." strategy tells your prospects that a large majority of products in your niche aren't up to par. You need to prove why your product is in the small percent of products that are good. One of the best ways to do this is to post real success stories of people that used the junk products

first and your product second and found that it produced better results.

6. The "Extended Value" Strategy

The "our product costs \$1.00 per day over 1 year or .50c per day over two years, etc..." strategy tells your prospects how much the price of your product will cost them per day for the first year. You then can extend it for as long as you want to make the price seem even lower. You could base the time on how long the average customer uses your product or how long it lasts.

7. The "Search Is Over" Strategy

The "your search is finally over..." strategy tells your prospects that they can quit searching for that one miracle product that will give them all their desired benefits and features. Some people spend their whole lives searching for the perfect product that will change their life exactly the way they want it.

8. The "Required Purchase" Strategy

The "I require everyone to (buy, own, use, read) (affiliate product) before they..." strategy tells your prospects you make it mandatory for them to purchase and use a certain affiliate product before they are allowed to do something they may want to. You could require that they do it before they can get your advice/consultation, before they can participate on your forum, before you think of doing a joint venture with them, before they can join your affiliate program, etc.

9. The "What It Takes" Strategy

The "do you have what it takes?..." strategy tells your prospects that they need to possess a certain attitude, emotion, attribute, habit, etc., in order for your product to give them their desired benefit. It could be they need desire, charisma, dexterity, stamina, dedication, speed, commitment, etc.

10. The "Buddyless Testimonials" Strategy

The "I don't have any of those 'you rub my back, I'll rub your back' testimonials..." strategy tells your prospects that you don't have any testimonials given to you by business buddies as a favor. It's a common practice of many marketers to ask their marketing buddies to review their product and give them a testimonial. You can tell people that the reason why you don't have any or not many testimonials is because you want real people with real problems to give you testimonials.

11. The "Mob" Strategy

The "I got the idea for this product from the Mob..." strategy tells your prospects where you got the idea for your product. You want to use descriptions that will grab your prospect's attention, like the example above. It could be that you got your product idea from a well-known person, a movie, a book you read, an article you read, etc. The example could be "I got the idea from a Mob movie, which I could tell them later on."

12. The "Text Tricks" Strategy

The "my BIG guarantee..." strategy tells your prospects that your guarantee is related to how you present the title of it (using all capital letters). It will grab their attention and they will be curious of the details of your guarantee. Other ideas could be: My _____ Guarantee, My %\$^&* Guarantee, My XXX Guarantee, My UpAnDdOwN Guarantee, My tiny Guarantee, My L--O--N--G Guarantee, etc.

13. The "Flesh And Blood" Strategy

The "I'm a real person just like you..." strategy tells your prospects that they need to remember that just because you are running a business, it doesn't mean you aren't human. You can remind them of things like – "I have real feelings too", "I have problems too", "I work for a living too", "I have to struggle like you", "I had obstacles in my life too", "I was broke too", etc. They will feel closer to you when they realize you're only human like them.

14. The "Buying Defense" Strategy

The "don't let (a buying defense) stop you from (your product's benefit)..." strategy tells your prospects not to allow their negative thoughts/emotions to stop them from improving their lives. It could be their hesitation, skepticism, procrastination, over-analysis of things, etc. You can tell them that it's normal to have those thoughts, even you have them. You can tell them that like them, a lot of people have been burnt by promises from other businesses in the past but that's no reason to give up on their goals.

15. The "Know Me?" Strategy

The "you may not know me or have never heard of me but..." strategy tells your prospects you have the experience and credentials to help them. You can ask them to click on a separate page to read your biography. Most people will take your word for it because you mentioned it first and they won't bother to take the time to read it. They will assume since you offer your bio, you wouldn't risk losing a sale by having one which isn't credible.

16. The "Reserve Your Number" Strategy

The "yes, I'm ready for you to be 1 of the (no.) people to (your product's benefit)..." strategy tells your prospects that you are only selling a limited number of products. They will have to say "yes" before they even read your offer. Plus, they will have a clear picture of what will belong to a small, select group of people.

17. The "Information Is Dangerous" Strategy

The "(no.) (month/year) information can put you in danger..." strategy tells your prospects if they don't have up-to-date information, it could put them in harm's way. You need to prove to them that your information product is more up-to-date than your competition's. You could even tell them the negative effects from information which hasn't been updated can cause emotional problems, fines, imprisonment, health problems, lawsuits, etc.

18. The "Layers Of Protection" Strategy

The "you have (no.) guarantees..." strategy tells your prospects that they

will have multiple layers of protection in case they don't like your product. It will remove their risk even more than a single guarantee would. You could offer the normal "so much time" guarantee and give them their money back, and the second guarantee would require them to try out your product for a longer period of time and if they still don't like it, you'll give them double or triple their money back.

19. The "Can I Sell It?" Strategy

The "people have been begging me to start an affiliate program..." strategy tells your prospects that many people think your product will sell well. You can tell them it took you so long to start one because you took your time to test it instead of just throwing something together. Tell them you wanted to make sure it had the perfect affiliate tracking system, the highest possible converting ads, all the best promotional tools possible, etc. After hearing that, people will line up to promote your product for you.

20. The "Total Breakdown" Strategy

The "I broke it all down for you..." strategy tells your prospects that you designed your product so they could easily absorb and understand it. You could mention that you broke it down into tiny pieces, little steps, small nuggets, bite-sized bits, etc.

21. The "No Copywriter Here" Strategy

The "I'm not a copywriter..." strategy tells your prospects that they can let down their buying defenses because you're not highly skilled at writing

a sales letter. The less your prospects feel sold too, the more they will listen to your offer. They will have no pressure to stand up to your persuasion tactics, like guarantees, testimonials, limited time offers, bonuses, etc.

22. The "Take A Tour" Strategy

The "take a tour..." strategy tells your prospects they can get a taste of your product or membership web site. People will assume they will get samples and sneak peeks of your product. You could have pictures that blur some things out, information that leaves fill-in-the-blanks, crossed out text passages, etc. It will tease them to order your product.

23. The "Controversial" Strategy

The "this may create some controversy..." strategy tells your prospects that your sales letter may stir up some problems, debates, grudges or arguments between people. Your sales letter could contain information that angers your competition, business partners, financial advisors, friends or even your family. You could tell your prospects it is worth it in order to help them gain their desired benefit. They will see that you're sacrificing your relationship so in return they may sacrifice their money. Plus, controversy can quickly gain people's attention.

24. The "Is It Worth It?" Strategy

The "it's more time than it's worth to ask for a refund..." strategy tells your prospects that time is more important than asking for a refund of your very low priced product. You can tell them that you'll offer them a

guarantee anyway because a few bucks is a few bucks. You can also tell them it's really not worth even ordering for that low price if they aren't going to give your product a chance to work.

25. The "Misconception" Strategy

The "the biggest misconceptions about (your product's benefit)..." strategy tells your prospects that most people are all wrong about how other people gain your particular benefit. Some people assume the reason they can't get the same results is because they just aren't lucky. You can tell them it's not by chance that those other people used your product and that's all they really need.

26. The "Out Of This World" Strategy

The "this isn't just another (type of product)..." strategy tells your prospects your product is unlike any other similar product they have ever seen. You just need to explain why it's different. You could tell them it's different because it was beta tested numerous times and you took all the input from the testers and improved it even more.

27. The "I Need To Be Paid" Strategy

The "I don't get paid unless you (your product's benefit)..." strategy tells your prospects they don't have to pay you until they get the results they want. This will remove all their risk. You can tell them your success depends on them being successful or you'll go out of business. They will assume that with that type of offer, you're taking all the risk and your product has to be good or you would already be out of business.

28. The "Super Human Sucks" Strategy

The "trying to do everything yourself isn't always good..." strategy tells your prospects that trying to gain their desired benefit without your product will be harder and might cause other problems. They may lose precious time with family members, it might cost them more money in the long run, they won't get as much accomplished, they may need to use more effort, they may make mistakes, etc.

29. The "I'm Not A Tease" Strategy

The "this isn't a teaser for another product..." strategy tells your prospects that they won't have to buy an add-on product after they purchase your main product in order to get the full benefits you promised. You need to tell them everything they need is included. If you do offer add-on, upsell or back end products, make sure they will give your customers' different benefits.

30. The "Strict Criteria" Strategy

The "use these criteria for buying any (your type of product)..." strategy tells your prospects that there are certain things they should look for before buying your type of product. Of course, your offer and business would meet the criteria you are listing. You could tell them not to buy unless the business offers a money-back guarantee, doesn't make outrageous claims, has certain credentials, has a good track record or background, shows indisputable proof, etc.

31. The "Take A Chance" Strategy

The "sometimes you have to take a risk..." strategy tells your prospects sometimes they have to jump out of their shells and take a chance if they ever want to improve their life. Tell them they only live once and that they should live like every day is their last. You could sympathize with them and agree that playing it safe is good if it doesn't hold them back from having a better life.

32. The "Old Bonuses" Strategy

The "my bonuses aren't the same old stuff..." strategy tells your prospects that your bonuses are original and unlike everyone else's. Many marketers offer a lot of the same types of bonuses, like old resell rights, consulting, members only forums, etc. You don't want to throw a bunch of junk together as having an original bonus package can really make a difference with your conversion ratio.

33. The "Triple Tickle" Strategy

The "triple your money back..." strategy tells your prospects that if they don't gain their desire benefits, you will give them triple their money back. Your product better be really good though or you'll be out of business soon. With such a strong guarantee you can protect yourself with a few stipulations, like they have to try it out for a certain period of time or give you proof they really used it.

34. The "Monopoly" Strategy

The "you won't find this information anywhere else..." strategy tells your

prospects that you have a monopoly on the type of information that you offer in your product. People will have to buy it from you if they want it because no one else offers it. Unless, of course, someone swiped it from you.

35. The "No Promises" Strategy

The "I'm not going to promise you that (your product's benefit)..." strategy tells your prospects you're not going to make bold claims because you don't know them personally. You can say you don't know the extent of their own personal problems, you don't know how much desire they have, you don't know if they will commit to improving their life over a long term, etc.

36. The "Bag Of Chips" Strategy

The "can you give up one bag of chips a day?..." strategy tells your prospects your product will cost per day for what they spend on junk food. You could even mention they may lose a little weight too. Other junk foods that many people eat on a daily basis are candy bars, cookies, candy, ice cream, etc.

37. The "It's About Time" Strategy

The "they have used this for years..." strategy tells your prospects that people have used your product successfully for years to gain their desired benefit. Tell them it's about time for them to finally give it a try. You can tell them that it's the perfect time because you are offering a limited time discount so people can see what they have been missing out on.

38. The "Sleep At Night" Strategy

The "sleep peacefully at night knowing you are safe..." strategy tells your prospects that your product will protect them from something and eliminate their stress. When people are worried about something, it is usually hard to sleep at night. People also want their loved ones to be safe. It could be a protection product like virus software, alarm systems, financial protection, health protection, etc.

39. The "Healthy Product" Strategy

The "improve your health..." strategy tells your prospects that your product could actually improve their health because they will have less stress when their problem is solve. Most medical experts say stress alone can cause health problems. People know if they don't have their health, they have nothing.

40. The "Check The Auctions" Strategy

The "check out what they are going for on some of the online auction sites..." strategy tells your prospects that you are selling your product for way less than what others are selling similar products for at online auctions. You can even provide the links to a few of the most popular auctions so they can compare. You can mention that you are also giving away bonus products that auction buyers aren't even getting.

41. The "Sales Letter Stats" Strategy

The "my sales letter will pay for your product..." strategy tells your prospects that if they purchase your product, they can join your affiliate program. You can tell them your sales letter conversion ratio and that it was written by a professional copywriter. So if your sales letter usually converts 2 buyers out of 100 visitors, people will assume they only need to get that many people to make their money back if you offer 50% per sale.

42. The "Just One More" Strategy

The "you're one product away from (your products benefit)..." strategy tells your prospects they only have to take one simple action to get their desired benefit. Since you're not directly telling them to purchase your product, they will let down their buying defenses. You could also say things like: you're one step away, you're one puzzle piece away, you're one click away, etc.

43. The "Suspend Your Disbelief" Strategy

The "please ignore any preconceived notions you may have..." strategy tells your prospects to hold off from any negative thinking about your product or offer at this point. Once people start reading a sales letter, they start to assume things like: I heard this before; I have a product like this already; I can't afford this; Yah right, it can't really do that; etc. You can even tell them that you suspended your disbelief about your own product and had fabulous results with it.

44. The "Bad Job" Strategy

The "I was ashamed of what I used to do for a living..." strategy tells your prospects to be curious about what job you had before you started your business. They may think it was something illegal, not highly looked upon, a low paying job, etc. They will want to read down your sales letter to see if you reveal it towards the end so they get your whole offer. If you're selling a money-making type product, it could be like a "rags to riches" type story.

45. The "It's My Diamond" Strategy

The "it's my diamond..." strategy tells your prospects that you are comparing your product to another object that is widely known as valuable. You could compare your product to a high priced make of car, a rare stone, an expensive type of food, a historic, hard-to-find antique, etc. People will put two and two together.

46. The "Teach You" Strategy

The "what could someone that (a major credential or accomplishment) taught you about (your product's benefit)?..." strategy tells your prospects your biggest credential that is related to your product. Sometimes mentioning one major accomplishment is better for gaining credibility than a bunch of different little ones.

47. The "100% OTO" Strategy

The "it's free and you can make up to 100% commissions..." strategy tells your prospects that you are giving away a free product and they can make 50% commission on your O.T.O. (one time offer). Your O.T.O. (one

time offer) could allow them to upgrade their commissions from 50% to 100%.

48. The "Stats Do Lie" Strategy

The "we've all heard the myth about how (no.)% of people fail after (no.) (years/months)...." strategy tells your prospects that the failure rate of people trying to gain their desired benefit isn't actually as high as the stats say. You can counter that stat with another stat that contradicts it. If the failure rate is lower than they thought, it will give them more hope. You can tell them that your product will even help to increase their chances for success.

49. The "It's Not That Long" Strategy

The "my course is only 20 pages long..." strategy tells your prospects they won't have to read 1000 pages (like your competition offers) in order to gain their desired benefit. To sweeten your offer, you can mention the things they could be doing with their time rather than reading 1000 pages. For example: watching TV, going out to eat, going to the movies, spending time with their significant other, etc.

50. The "Secret Launch" Strategy

The "you'll notice we don't have hundreds of testimonials..." strategy tells your prospects that you don't have a ton of testimonials because your product has been secretly launched to only specific people in the industry. Because it hasn't been marketed to the masses yet, people will like the fact that many people don't know about it. Being one of the first

customers will give them a great advantage for gaining their desired benefit.

Secret Marketing Strategies - Volume #18

1. The "Early To Rise" Strategy

The "register for my early product launch..." strategy tells your prospects that if they sign up to your early product launch, they will get to purchase your product so many hours/ days/weeks sooner than the general public. You could tell them that it could sell out even before it's launched to the general public to create urgency. You could even list some of the well-known people in your industry who have already registered to buy it early (with their permission).

2. The "Penny Seminar" Strategy

The "it's like attending a live seminar for pennies on the dollar..." strategy tells your prospects that your product is an audio or video recording that will help them gain their desired benefit. It could be a real seminar that was recorded or a bunch of interviews of known experts in your particular market. Plus they won't have to hear sales offers or to leave their homes to benefit from it, and they can listen to it in their spare time.

3. The "It's Not A Reunion" Strategy

The "this call isn't one of those marketer reunions..." strategy tells your prospects that your free teleseminar will contain many marketers who will give them useful information to gain their desired benefit. It tells them there won't be a lot of small talk during the call, like personal stories and chit chat. The call will get straight to the point without all the fluff.

4. The "Cheat Sheet" Strategy

The "plus you'll get a handy cheat sheet..." strategy tells your prospects that they will be able to gain their desired benefit even quicker because you're providing a cheat sheet as a bonus. A cheat sheet usually gives people simple shortcuts that can be used to improve their lives faster and easier with your product than before.

5. The "Small Group" Strategy

The "I'm going to only help (no.) people (your product's benefit) in the next (no.) months/years ..." strategy tells your prospects that you are going to personally help a small group of people to achieve their goals. The smaller the group, the higher amount you can charge. You can guarantee you'll help them all succeed because once they are successful, you are going to use their success stories to advertise a light version of your consulting or personal help to the general public. They will believe you will help them succeed so you can sell it to the masses later on.

6. The "It's Obsolete" Strategy

The "every other (type of your product) is obsolete..." strategy tells your prospects that your brand new product will make every one of your

competitor's products useless. So even if they already own your competitor's product, they will still want to buy yours, especially if you really give them a bunch of non-disputable reasons why.

7. The "Lite Diet" Strategy

The "get the lite version of our product for free..." strategy tells your prospects that they can get a partial version of your product for no cost. It will allow them to try it out and tease them with only a few of the benefits. If they like it or you tease them enough, they will want to order the full version to get all the benefits, features, bonuses, etc.

8. The "Hard Way" Strategy

The "don't buy this if you like to do things the hard way..." strategy tells your prospects indirectly that your product will give them an easy way to gain their desired benefit. Believe it or not, many people continue to do things the hard way because they have a phobia about trying new things or using new technology. You can ease their concerns by telling them if you (a doctor-diagnosed technophobe) can do it, anyone can do it.

9. The "Juvenile Delinquent" Strategy

The "even a street-living, uneducated, juvenile delinquent (your product's benefit)..." strategy tells your prospects a homeless, under-aged troublemaking dropout was able to use your product to gain their desired benefit. People will assume if those types can do it, so can they. They will see that that person had tons of obstacles to overcome and they still benefited.

10. The "I Was Busy" Strategy

The "I would have updated you sooner, but..." strategy tells your prospects that there was a reason why you didn't update them on your product sale. The reason should persuade them to purchase your product. A good reason could be that you were swamped with positive phone calls, e-mails and IMs about your new product. You could also mention there are only so many copies left. People will assume if you were that busy, it might sell out soon.

11. The "Banned Sales Letter" Strategy

The "I had to retire my original sales letter..." strategy tells your prospects there was a reason why you took down your sales letter. You could tell them that it created some controversy and hit a nerve with some people, and you didn't want to offend anyone else. You can tell people that the new version of your sales letter is up but if they want to see your original, they can visit another web site and read it at their own risk. People will flock over to the original one to see why so many people were up in arms about it.

12. The "It's A Madhouse" Strategy

The "I've had over (a high number) phone calls, e-mails and IMs about my new product..." strategy tells your prospects that since you sent out a free teaser (special report or article) about your upcoming product release, everyone's trying to find out more about it. You can tell them many people are offering you double the price to buy it early; they want to give you money up front to hold their spot in case it sells out quickly;

you can tell them that one person offered you (5, 6, 7) figures for it so you wouldn't release it to anyone else but him.

13. The "Better Than College" Strategy

The "I've learned more from (an affiliate product) than I ever did in (no.) years of college..." strategy tells your prospects that they will be getting a college education for pennies on the dollar if they order the information product through your affiliate link. Another example is, "I've learned more from this (50 page, 2 hour) (e-book, audio, video) than I ever did in (no.) years of college."

14. The "See My Receipt" Strategy

The "I just bought this, see a screenshot of my receipt..." strategy gives your prospects proof that you actually bought the affiliate product that you are promoting to them. Most people realize that many marketers don't buy or review the product before they promote it to them. You can tell them that with your purchase, that's one less copy that is available for them so they better hurry before it's sold out.

15. The "Some Already Know" Strategy

The "as many of you have now found out, (your product's name) really works..." strategy tells your prospects that people have already invested in your product and told you it really does work. You can even list some of their recent e-mails, letters or testimonials to prove it to people that haven't bought it yet.

16. The "Expert's Expert" Strategy

The "he/she is responsible for the success of (well-known experts in your niche)..." strategy tells your prospects that the creator of the affiliate product that you are promoting taught the experts how to be experts. People will mentally picture themselves becoming one of the biggest names, experts or gurus in their specific industry.

17. The "No Worse Feeling" Strategy

The "there is no worse feeling than (negative feeling)..." strategy tells your prospects a negative feeling or reaction that they might have as a result of missing out on buying your product. It could be a feeling of regret, anger, sadness or saying to yourself, "I'm so stupid", "I screw up everything", "Darn, I should have bought it", etc.

18. The "Taste It First" Strategy

The "try before you buy the (resell, master resell, private label rights)..." strategy tells your prospects they can have the resell, master resell, private label, branding rights of the affiliate product that you are promoting too. So they will get a taste of the product and if they like it, they will want to buy through your affiliate link so they can have the rights to resell it to their own customers.

19. The "Wishy Washy" Strategy

The "make up your mind..." strategy tells your prospects to quit being wishy washy about purchasing your product. Many people are very

indecisive and sometimes they need someone to make the decision for them. You can be direct by saying things like: just do it, start making decisions for yourself, it's about time to take action, finally do something about your problem, etc.

20. The "Missing Benefit" Strategy

The "Bonus: the ebook will allow you to _____ in 5 minutes..." strategy tells your prospects that you are offering a bonus product with your main product. You could create curiosity by leaving out or omitting little pieces of information in your bonus product's description. People will want to know what type of benefits that don't know that they are missing.

21. The "Lock It Up" Strategy

The "it's so good you better print it out..." strategy tells your prospects that they should print out your free article, product excerpt, report or message because they will love it. It could informative information that will help you sell your product or affiliate product to them. To make it seem even more tantalizing, you could say: "Print it out, remove all your distractions and study it." or "Lock yourself in a room, read it and burn it after you're done so your competition never gets a hold of it."

22. The "No Matter What" Strategy

The "(no.) bonuses left or it will end on (date), which ever comes first..." strategy tells your prospects that you have a limited time bonus that you are offering to people that purchase your product. For example, "Only 49 are left out of 100 bonuses." You could also add another limited time

option to it, e.g. "Only 49 are left out of 100 and no matter what, it will be permanently removed on June 20, 2007."

23. The "Don't But Do" Strategy

The "don't scroll to the bottom of this page and..." strategy tells your prospects not to skip over anything in your sales letter. On the other hand you could use it as reverse psychology and make them go and look at one of your major selling points. Once you tell people not to do something, they usually do it. For example, Don't scroll to the bottom of this page and: read the testimonials, see the price, read the guarantee, see the (\$) bonus, look at the benefit lists, look at the affiliate payout, etc.

24. The "Watch Or Be Watched" Strategy

The "you can (your product's benefit) or watch from the sidelines..." strategy tells your prospects they have the choice to order your product and improve their life or sit back and watch other people improve their lives while they stay in the same situation. The mental pictures of other people benefiting while they don't may make them jealous enough to buy.

25. The "Fire Subscription" Strategy

The "it starts at \$(no.) per month and goes up \$(no.) every (no.) days..." strategy tells your prospects that you are having a fire sale for your monthly membership web site. You could also have fire sale price points for people who want to buy bulk memberships like, for 3 months, 6 months, 1 year, 2 years or a lifetime. The faster they order, the lower the price they will get.

26. The "Stay Home" Strategy

The "okay, I've finally released the home study course version..." strategy tells your prospects that you've released a lower priced home study version of your high priced consultation, workshop, boot camp, seminar or teleseminar. You can tell people they were begging you to release one because many of them couldn't afford your higher priced version. Also, compare the cost of the high priced version to the lower priced version to make it seem like a real bargain.

27. The "Just A Percentage" Strategy

The "imagine if you can sell just (no.)% of what (I/he/she) sold..." strategy tells your prospects that you, or one of your affiliates, made a ton of money promoting your product. They will assume that there is no way they could do it so you could ask them what if they could make just 5% of the income. For example, "I made \$100,000 but what if you could only make 5% of that? That's \$5000 in your pocket." People will see that they still could make very good money promoting your product. You could also use the "number of sales" total instead of a percentage.

28. The "Additional Perks" Strategy

The "make 3 sales, get an additional (\$), make 6 sales, get an additional (\$) ..." strategy tells your prospects that the more affiliate sales they make, the more bonus commissions they will make. You could even set a time period of days or weeks when the bonus commissions will be available.

29. The "You Must Promise" Strategy

The "(your product's name) is very powerful so you must promise not to use for the wrong reasons..." strategy tells your prospects that they have to promise to not use your product in any illegal, harmful or unethical ways. People will assume your product is really effective if you add those types of guidelines or put a disclaimer to show that you are not responsible.

30. The "Long Lasting Customer" Strategy

The "a customer for (no.) (months/years)..." strategy tells your prospects how long the people in your testimonials have actually used your product. You can actually add that yourself under their signature with their permission. People will realize you just didn't contact a bunch of people really quickly to get a few testimonials. They will seem more real and show your product's long-lasting results.

31. The "Grandma, Grandpa" Strategy

The "these aren't your grandpa's (your product's topic) tips here..." strategy tells your prospects that your information product isn't full of old, outdated strategies, tactics, formulas, etc. Many people fill up their products with information that has been published 1000 times before and hardly add anything new. Don't get me wrong, it's okay to use old information if it supports or helps explain new information.

32. The "Old Out, New In" Strategy

The "I will be removing older tips once a month..." strategy tells your prospects they better buy your information product or they are going to miss some key information that could help them gain their desired benefit easier. You could also tell them you'll be adding new tips once a month, which tells them your product will be regularly updated.

33. The "Goes Lower Every Day" Strategy

The "order within (no.) days and I'll put (\$) in your pocket..." strategy tells your prospects that you'll give them a discount on your price if they purchase within your specified timeframe. You also could speed up the urgency by telling them the discount will get lower each and every day during the discounted time period.

34. The "We Like Critics" Strategy

The "even the critics recommend our product..." strategy tells your prospects that even people who are very picky product reviewers that criticize minute things about your product still recommend it. People will assume if the nitpickers who just criticized your product will purchase it, it will be good enough for them.

35. The "Writer Or Expert" Strategy

The "would you rather buy from a writer or an expert on the subject..." strategy tells your prospects that they should purchase your information product because most of your competitors just research and write about it. Most people rather buy "how to" information from people who actually walk the walk.

36. The "Land A Job" Strategy

The "this skill alone could land you a job..." strategy tells your prospects the skill(s) that they learn from your information product could even land them a higher paying career. You could even do a little research and tell them about job listings which are at some of the popular job sites. You could tell them that alone would more than pay for their investment.

37. The "Best For Last" Strategy

The "hold on, we've saved the best for last..." strategy tells your prospects that they shouldn't leave your page or order just yet because your offer gets even better. It's a great idea to highlight one of your strongest benefits or special offers. It could be your guarantee, bonuses, customer-only affiliate program, major benefit, etc.

38. The "Last Try" Strategy

The "okay, I'm giving in, I'll give you a free trial. Will that seal the deal?..." strategy tells your prospects at the very end of your sales letter or on an exit pop up that you will give them a free trial of your product. Just make it your last option because many people may buy before they see the free trial offer.

39. The "Fast Start" Strategy

The "order before (date) and you'll get the amateur and pro quick start

guides..." strategy tells your prospects if they want to have a fast start to gain their desired benefit, they better order before that date. By having an amateur and a pro guide, it will persuade all your customers to buy early because they usually think they are either amateurs or pros, newbies or experts, rookies or veterans, etc.

40. The "Never Seen This" Strategy

The "I guarantee you've never seen it done this way..." strategy tells your prospects that your product will reveal or present a way to gain their desired benefit that they have never been exposed to before. People will be interested and curious about how you made your product different from all the other similar ones out there. It could be that you used different examples, presentations, materials, etc.

41. The "Hello, Goodbye" Strategy

The "say goodbye to (their problem) and say hello to (your product's benefit)..." strategy tells your prospects a creative way to think about how your product will improve their life. You'll mention the problem and the solution all in one line, along with some of the most used and branded words in the English language. It's catchy and really gives your offer a one-two punch.

42. The "New Sale" Strategy

The "just imagine getting tons of "You Just Made A New Sale!" notices in your inbox..." strategy gives your prospects a clear image of how it would feel if they joined your affiliate program. People really do get excited

when they see those types of commission notices in their inbox. That mental vision of excitement could be enough to persuade them to promote your product.

43. The "It's Reserved" Strategy

The "this space is reserved for your testimonial..." strategy tells your prospects to assume they will have a success story for you if they purchase your product. You could have a little template on your sales letter for their testimonial, like: your picture goes here, your name goes here, your URL goes here, your audio buttons go here, your credentials go here, your web site or product name goes here, etc.

44. The "You For You" Strategy

The "it's been developed by a (type of person/profession) for a (type of person/profession)..." strategy tells your prospects that you understand their whole situation because you are the same type of person or have the same type of profession. It will allow them to trust you and your offer easier. For example, "It's been developed by a golfer for a golfer!" or "It's been created by a woman for woman!"

45. The "It Adds Ups" Strategy

The "this will free you up (no.) extra hours every year..." strategy tells your prospects how much time your product will save them over a whole year. It will really stun them because they likely didn't realize how much time they are losing over the long haul by not owning your product. So, if your product saves people 30 minutes a day (which doesn't seem like

much), it would be around 182 hours a year or a total of 7 days. That's like a week of vacation a year or a week to do the things they really enjoy.

46. The "Make It Up" Strategy

The "make up any excuse and I'll give you 100% refund..." strategy tells your prospects that they can use your money-back guarantee to make up a reason why they want a refund for your product. It could be that their pet ate it, their kid threw it in the toilet, someone hacked into their computer and stole it, they accidentally sat on it, etc. You could also name your guarantee after a crazy refund request.

47. The "Busy Board" Strategy

The "as a bonus you'll get access to my forum with over (no.) posts..." strategy tells your prospects that your forum or message board is busy and has a ton of action on it. People will like to search the archives and see if they can find some information on how to get their desired benefit even faster with your product. You should also mention you post a lot on it too, so they will have a chance to post back and forth with you or that you'll personally answer some of their questions.

48. The "Easy Or Full" Strategy

The "choose the easy payment plan or pay in full..." strategy tells your prospects they can choose how much money they want to spend right away. You could make the first payment of the pay plan really low for people that are almost broke at the time (like a couple of bucks). You can

also persuade people that have all the money to pay in full to do so at the time by making the price for the pay plan option a little higher.

49. The "Older Is Better?" Strategy

The "if a 99 year old great grandmother can do it, don't you think you could too?..." strategy tells your prospects that if she can do, they could too. You will instantly eliminate their limiting belief and their safety net excuse that they are too old to improve their life.

50. The "Two Thumbs Up" Strategy

The "if my product was a movie it would get two thumbs up..." strategy tells your prospects that you are comparing your product to another well-known product that gets rated in a certain way. Of course, you need to give your product the highest rating possible. Other products that get rated are hotels, restaurants, music, cars, etc.

Secret Marketing Strategies - Volume #19

1. The "Product Count Up" Strategy

The "you won't get 5, 15, 30, 60, but you'll get 100 (topic) products for only (\$)..." strategy tells your prospects they are getting a ton of products for a low price. The count up to how many products they will get helps get them excited about your offer.

2. The "Popular Fraction" Strategy

The "(your product's name) is only (\$), a fraction of what (a popular product costs)..." strategy tells your prospects that your product will give them the same benefits as a well-know expensive product. You can tell them that you've had positive feedback and people say it's even better than the high priced popular one.

3. The "One Sentence Benefit" Strategy

The "I can tell you in one sentence how to (your product's benefit)..." strategy tells your prospects all they will have to do is read one sentence to learn how to gain their desired benefit. It will trigger their need to read on down your sales letter because it doesn't take long to read one sentence. You simply reveal the sentence and explain how your product can help them put your one sentence advice to work.

4. The "Don't Be Surprised" Strategy

The "warning: don't be surprised if (an exaggeration of your product's benefit)..." strategy tells your prospects that your product will work so well that they may be overwhelmed with the results. For example, "Warning: Don't be surprised if you get so much traffic that you'll have to upgrade your web hosting!"

5. The "Advanced Or Easy" Strategy

The "it doesn't matter what your goal is to (an advanced benefit) or simply (an easy benefit)..." strategy tells your prospects that your product will help them with either the harder-to-achieve goals or the less-harder-to-achieve goals. You could also present them with two versions of your product, one for each benefit at different prices.

6. The "Future Look Back" Strategy

The "many years from now, how do you want to look back on your life?..." strategy tells your prospects to project themselves into the future and then look back into their past. Most people will want to see they have achieved all their goals and gained their desired benefits. Just tell them your product can help them with a few things when they look back on their life.

7. The "Just Two Things" Strategy

The "I've interviewed and polled a ton of (topic) experts through the years and I've found you only need two things to (your product's benefits)..." strategy tells your prospects that a couple of things they need to get are your type of product and a positive attitude. If they want to improve their life, they will be positive about purchasing your product.

8. The "Successful Model" Strategy

The "the more successful people you learn from the more successful you'll be..." strategy tells your prospects if they communicate with your customers that have already had success with your product, they will eventually too. You could offer them a way online or offline to

communicate with those people via chat room, tele calls, blogs, forums, seminars, etc. You could even add up the years of experience of all the customers that have had success with your product. For example, they have over 20 years of experience with my product.

9. The "Environmental View" Strategy

The "click here to see a video tour of the hotel..." strategy tells your prospects that they can see video footage of the environment where your seminar event will be held. You could show them footage of the huge malls, gift shops, cool pools, fancy restaurants, hotel rooms, etc. The tantalizing visuals will make it hard for them not to purchase a ticket.

10. The "End Your Fear" Strategy

The "I'll show you how to end your fear of failure..." strategy tells your prospects that they shouldn't be afraid to improve their life because of fear of failure. You can tell them when they purchase your product, you'll be there to support them. You can tell them you and your product won't let them fail. Fear of failure is one of the biggest reasons why some people don't purchase certain products.

11. The "Worth The Cost" Strategy

The "the strategy on page (no.) alone is worth the cost..." strategy tells your prospects that one little piece of your information product is as valuable as the whole product. It could be said by you or someone in your testimonial. You could call it a tactic, strategy, tip, nugget, formula, trick, secret, etc.

12. The "Second Brain" Strategy

The "it's like getting a second (topic) brain for only (\$)..." strategy tells your prospects that you are comparing your advice, consultation or information product to a human brain. Most people believe a human brain is priceless for all that it can accomplish.

13. The "Simple Modification" Strategy

The "what if you could make a simple, quick (no.) (minute/second) modification to your life that would (your product's benefit), would you?..." strategy tells your prospects they can quickly and easily gain their desired benefit. By presenting it in a question format, they will likely say "yes," which is half the battle of getting them to buy.

14. The "Can You Afford?" Strategy

The "can you afford (no.) cents per day?..." strategy tells your prospects to mentally answer "yes" because most people can afford that amount per day. Tell them if they can't, they can make up for it by just cutting something minute out of their life (that is about the same cost per day as your product would average out to).

15. The "Favorite Places" Strategy

The "bonus: get a list of my personal (bookmarks/favorite places/links)..." strategy tells your prospects they can actually access the same web sites that you visit on a regular basis. Tell them you have bookmarks for

discussion boards, e-zines, blogs, search sites, article sites, etc., which are related to their desired benefit.

16. The "Viral Replica" Strategy

The "bonus: get a replica of this (type of web site)..." strategy tells your prospects that if they purchase your product, you will give them a copy of your web site to use at no cost. Just tell them to modify it and upload the files to where their own web site is hosted. It could be your article directory, your forum, link directory, your freebie site, your product sales letter, etc.

17. The "Buzz Word" Strategy

The "there is a new buzz word this year called: (word/phrase related to your product)..." strategy tells your prospects that your product is related to a subject that is really popular right now. People will want to purchase it to see what the buzz they've been hearing is all about.

18. The "What's It Worth" Strategy

The "what does it cost, you ask? How much is this information worth to you?..." strategy tells your prospects to think about what your product, or the benefit of your product, is worth to them and gives them a persuasive suggestion to think about. For example: "What is it worth to you if my secret system makes you \$20,000 in one year?" This type of suggestion can also justify a high price tag.

19. The "It's Not Magic" Strategy

The "this (your type of product) isn't a magic wand, you have to (an action)..." strategy tells your prospects that your product will gain their desired benefit but they still need to put forth a little effort. It could be to free up 10 minutes a day, exercise once in awhile, study a little, read the instructions, etc.

20. The "Attention Down Under" Strategy

The "thanks for reading this far, I'm going to give you a gift for staying with me this long..." strategy tells your prospects that you are rewarding them for reading that far down your sale letter. You can mention that if they read farther down, they will get another surprise gift. If you keep giving them all these gifts, they may feel it's only proper to order.

21. The "View The Past" Strategy

The "check out the photos from our last event..." strategy tells your prospects to look at all the photos from your last live event and see what they could be doing at your next event. You could show pictures of people having fun, hugging, shaking hands, eating, smiling and laughing, taking notes, and of the speakers and their presentations, etc.

22. The "Multiple Discounts" Strategy

The "bonus: receive (no.)% off the list price of any product listed below..." strategy tells your prospects they will get a discount on all the products you have listed if they purchase your product or an affiliate product you are promoting. You could provide a short description for each

one, the retail price and a link to the full sales page.

23. The "Don't Overwhelm Yourself" Strategy

The "warning: don't try every strategy at once..." strategy tells your prospects they will get overwhelmed if they try too many of the hundreds of strategies from your information product at once. Tell them to select a few strategies at first and implement them, then once they are in place to do a few more and to repeat that. It shows your prospects that you really care and want to help them gain their desired benefit.

24. The "Rights To Be Physical" Strategy

The "grab the physical resell rights..." strategy tells your prospects that you are offering the offline physical resell rights, master resell rights or private label rights to your information product. It means they can be duplicated in printed format, audio CD/tape, video DVD/VHS, etc. You can even provide them with a list of instructions and the fulfillment companies they could use.

25. The "Fill It Up" Strategy

The "get a bonus for full payment..." strategy tells your prospects that if they purchase your product in full instead of taking the easy payment plan, they will get an extra bonus product. It could be the resell rights, access to a member's only forum, an e-book, free telephone consulting, etc.

26. The "Time Does Vary" Strategy

The "not everyone will (your product's benefit) in (no.) (minutes/hours/days/weeks/months)..." strategy tells your prospects that you can't guarantee they will get their desired benefit in the time you specified on your sales letter or in your product title. It could be because you don't know them, you don't know how motivated they are, etc. It shows them you're honest because they would probably be thinking the same thing too, so they might trust you even more and buy.

27. The "Why Waste Time?" Strategy

The "why would you waste your time trying to learn (your product's benefit) when (your product's name) will do it for you..." strategy tells your prospects they can save a lot of time by avoiding the learning process of gaining their desired benefit by purchasing your product. Tell them it really doesn't make sense to waste their time because they can never get that time back. Many people value their time more than money these days.

28. The "High Then Low" Strategy

The "you can finally (your product's benefit) without paying (\$ high no.)..." strategy tells your prospects you created an economical product that will remove the high costs of the way people used to get their particular desired benefit. Most people who continue to have to pay an outrageously high price for something they can barely afford will appreciate it, say thank you and order from you over and over again.

29. The "On A Mission" Strategy

The "I'm on a mission to create (no.) (types of person/professional)..." strategy tells your prospects to assume that if they purchase your product, they will be one of those people who gain their desired benefit. It shows your prospects that you have goals, which will make them think your product is the real deal, and will also make them think they can help you achieve your goal because you will help them reach theirs.

30. The "On Second Thought" Strategy

The "one part of you is probably saying to yourself 'it's too good to be true' and the other part of you is saying 'I hope it's true'..." strategy tells your prospects what they are likely thinking about your offer. You just need to lean their thinking towards the second thought so they will buy. Any kind of incentive could accomplish this, like a freebie, strong guarantee, limited time low price, etc.

31. The "Flying Monkey" Strategy

The "orders are flying in..." strategy tells your prospects that you are selling a ton of your products. You can tell them you can hardly keep up and you feel guilty that it's so easy to make all this money so you want to share it with them. You can offer them access to your affiliate program or offer the resell rights to your product.

32. The "It's Really Less" Strategy

The "it's only (\$) (no.) but wait, if you order today you'll get it for (\$) (no.)..." strategy tells your prospects that your product is a certain high

price then tell them you are going to give them an instant discount for a particular reason. It could be that it's a marketing test, an introductory offer, it's your business's anniversary, you're making room for a new product line, etc.

33. The "No Disappointment" Strategy

The "just give me till the end of this letter to prove it to you, I promise you won't be disappointed..." strategy tells your prospects that you are going to present them with a ton of evidence that your product does what you say it does. Plus you are promising them they will like your product and they will assume that it's true or you wouldn't stake your reputation on it.

34. The "#1 Authority" Strategy

The "I consider (name) the world's #1 authority on (topic)..." strategy tells your prospects that you think that the affiliate product owner of the product you are selling is the top expert in his field. You could give them something like an article, free e-book or special report that the person wrote which will prove your point and persuade them to buy through your affiliate link.

35. The "Reason For A Compliment" Strategy

The "if you've read this far, you are (type of person)..." strategy tells your prospects the type of person they are for reading so far down your sales letter. Your goal is to compliment them and indirectly motivate them to buy. You could tell them they are intelligent for reading this far, you see

they have a burning desire to improve their life, they have a winning attitude, etc.

36. The "I Almost Gave Up" Strategy

The "I was ready to give up, until I followed (his/her) advice..." strategy tells your prospects once you started learning and receiving advice from a particular expert, your situation improved more and more each and every month. By telling them this, they will be persuaded to purchase your mentor's product through your affiliate link.

37. The "Can't Wait To Hear" Strategy

The "I look forward to hearing all about how your life has improved..." strategy tells your prospects that you can't wait to have them tell you about the benefits they received from your product. People will think that there is no way they can fail with your product because you are assuming that they are going to tell you their success story.

38. The "Fatal Flaw" Strategy

The "discover the critical flaw that's hidden in every one of my competition's products..." strategy tells your prospects that you found an under-the-radar problem with your competition's product. You can tell them the fatal flaw you found and tell them you designed your product so that it wouldn't have that type of problem.

39. The " $2 + 2 = 4$ " Strategy

The "(no.) (+) (no.) will always equal (no.), just like our product's results..." strategy tells your prospects that a mathematical problem always ends with the same result, just like if they owned your product. For example, you could create your own math problem with words, like: My Product + Your Commitment = Your Success.

40. The "Apprenticeship" Strategy

The "I'm looking for (no.) start-up business apprentices to mentor for no cost..." strategy tells your prospects that you will help so many people become successful business owners for no up front costs. You could make money by asking for a percentage of the income they make from their new business for the first year. You can tell them if they aren't successful, you won't be successful either. If you do charge an up front cost, tell them it's because you want to know that they are serious.

41. The "Trial And Error" Strategy

The "I had to learn through trial and error, so you should do much better..." strategy tells your prospects that you got your desired benefit without your product or the affiliate product that you are promoting. You can tell them now that there is a product to help people like you and that they should have a huge advantage and a way easier time reaching their goal than you did.

42. The "Hard Work Of Others" Strategy

The "you can benefit from the hard work of (product owner's name)..." strategy tells your prospects about all the hard work the affiliate product

owner went through to create the product you are promoting. People will see how much hard work went into the product and increase their perceived value of it.

43. The "Years Of Notes" Strategy

The "bonus: you'll get my years of detailed notes about (your product's benefit/topic)..." strategy tells your prospects that they will get your detailed notes of certain information products that you have studied for years that will give them their desired benefit. It could be notes from books, courses, audio books, seminars, teleseminars, articles, Internet sites, etc.

44. The "Dictionary" Strategy

The "bonus: you'll get definitions of (topics)..." strategy tells your prospects that if they purchase your product, you will give them an information product of definitions so they can better understand a related subject. This type of special bonus may attract newbies to buy because they will see that they will understand everything that is explained about reaching their goal.

45. The "Diamond And Rock" Strategy

The "the difference is like between a diamond and a rock..." strategy tells your prospects an easier way they can see the difference between your product and your competition's product. For example, if your product is faster, you could say the difference is like between a cheetah and a turtle.

46. The "Accusations" Strategy

The "beware: after owning this product you could be accused of (an exaggerated action)..." strategy tells your prospects that your product works so well someone might accuse them of cheating or taking the easy way out to improve their life. For example, if you're selling a weight loss product: "Warning: You might be accused of having liposuction after using this plan!" It can grab their attention and actually persuade people to buy.

47. The "President Speaks" Strategy

The "as the president of (business name) I can certify that..." strategy tells your prospects that a high up representative of a highly recognized, authoritative business issued a statement that backs up your product's claims. People tend to take and follow the advice of people that have a title of success, like: President, CEO, MD, etc.

48. The "Consumer Review" Strategy

The "bonus: get access to my consumer review membership..." strategy tells your prospects that if they purchase your product, you are going to buy, review and rate related products for them on an ongoing basis. People will like the fact that you are going to try to save them time, money and frustration from buying a product that doesn't live up to its product claims.

49. The "I Hate To Think" Strategy

The "I hate to think what my life might be like had I not bought (affiliate product's name)..." strategy tells your prospects you don't want to imagine what things would be like for you if you didn't gain your desired benefit with the affiliate product. If it was a money-making product, you could say negative things like, I'd likely be working 2 minimum wage jobs, in credit card debt and have no time to enjoy life or my family.

50. The "This Is True" Strategy

The "this is a true story..." strategy tells your prospects a real-life story that will help persuade them to purchase your product. The story could start at the top of your sales letter and lead into your product offer. They will be entertained and will want to learn more about your product. You could set up your sales letter in a way to make it look like they aren't even reading an ad till they get to your product offer.

Secret Marketing Strategies - Volume #20

1. The "Years Or Minutes" Strategy

The "spend years making mistakes or spend (no.) (minutes/hours/days/weeks) with me..." strategy tells your prospects they will save time if they purchase your help, advice, instructions or consulting to gain their desired benefit. It could be in person, via the phone, via a video webcast, etc. People will jump at the chance to shed years of frustration.

2. The "Should Be Mandatory" Strategy

The "this product should be mandatory in all colleges..." strategy tells your prospects the affiliate product you are promoting is good enough to be included in authoritative organizations or businesses. If they trust your advice, they will assume that if it's good for those types of institutions, it will be good for them to use to improve their personal or business life.

3. The "It Could Be You" Strategy

The "this could be you: (a picture of a person benefiting from your product)..." strategy tells your prospects to imagine that they are the person in that picture. For example, if you're selling an Internet marketing type product, you could show a picture of a famous Internet marketer or a marketer holding a bunch of money.

4. The "Value Through Time" Strategy

The "since (month) (year), we've add well over (\$) worth of (types of products/information)..." strategy tells your prospects that if they purchase your product package or membership site, it will just become more and more valuable over the months and years. You could even list every item you've added since that time.

5. The "Don't Tell Them" Strategy

The "his/her former customers would be furious if they knew I was giving it away at this price..." strategy tells your prospects that they are getting the affiliate product you are promoting for way less than what the product

owner charges his customers. You can even make it seem like a secret - "Please don't tell his customers that you are getting it for this low of price because it could create a riot!"

6. The "Hear It Out Loud" Strategy

The "click here to hear this message out loud..." strategy tells your prospects they can listen to or watch your web site message, message or sales letter instead of reading it. People can choose which way they want to receive your message. They will be more persuaded by your sales pitch if it's in the format they prefer most.

7. The "I Hired Help" Strategy

The "I didn't realize the demand of my product would be so great. I've hired more people to help me so I can extend my offer to people who missed out the first time..." strategy tells your prospects you were only going to sell so many copies of your product but you sold out so fast, many people didn't get a chance to get a copy. Now you can give those people that missed out the first time another chance because you've employed extra people to help you.

8. The "Vanishes After Pre-Launch" Strategy

The "this bonus won't be available after the pre-launch phase..." strategy tells your prospects the bonus won't be offered if they wait till after the official launch starts. You can tell them the date when the official launch begins, the retail value of the bonus and also mention the price of the main product will be lower during the pre-launch phase.

9. The "Multiple Commissions" Strategy

The "(no.) ways to make commissions..." strategy tells your prospects that you offer multiple ways for them to make money with your affiliate program. You could offer commissions on your front end product, upsell products, one-time offer, backend products, resell rights to your front end product, etc. You can tell them their link will be included in all your marketing communications pop-ups, members area offers, exit ads, etc.

10. The "See The Standings" Strategy

The "go see the top (no.) affiliate standings so far..." strategy tells your prospects to go and check out how the other J.V. partners compare to them. They can also see if they are in contention for a prize or the top prize for being one of the top affiliates. If they are close, they will usually go all out to sell your product for you.

11. The "It's Leaking Everywhere" Strategy

The "my secret product launch for (date) was leaked out by a few of my J.V. partners..." strategy tells your prospects that you are releasing a new product on a specific date and they really weren't supposed to know about it. You can tell them that people have been asking you all kinds of questions about it and they are creating a buzz of rumors and gossip, so you are going to give them a sneak preview of your sales letter or a sample of your product. It will give a little tease and that could make them salivate till your launch.

12. The "Achieved My Goal" Strategy

The "can you do me a favor? Can you help my product become the 1# best seller at (product outlet) ..." strategy tells your prospects that you have a goal to own an official top selling product rated by a particular product distributor. You can tell your joint venture partners you'll give them way over the normal 50% commissions, tell them how your product converted on your little test launch, tell them they can win prizes for being the top affiliate, tell them they'll get a free copy of the product before the general public can see it, tell them your projection of earnings for an average affiliate with a specific marketing resource, etc.

13. The "Stop Watch Challenge" Strategy

The "I challenged (no.) top (topic) experts to (a benefit) in (no.) (minutes/hours/days/months)..." strategy tells your prospects that they would love to know the exact strategies these experts used to get the benefit they would like to have so quickly. You could compile the results of your challenge and document how the experts did it in an information product format. You could sell it or use it as a bonus for a related product.

14. The "Are You Thinking?" Strategy

The "do you have any of these thoughts?..." strategy tells your prospects to read a list of things that they likely think about. For example, "You are very eager to (your product's benefit)", "You don't know exactly how to start doing it", "You are confused about the steps you have to take", "You have less than \$(no.) (the price of your product) to spend", etc. You can then explain to them how your business and product will help them ease all those thoughts.

15. The "It Finally Hit Me" Strategy

The "I brainstormed for over (no.) (weeks/months/years) to figure out how to help you and it finally hit me..." strategy tells your prospects that after all that time, you came up with an idea for a product that will help them gain their desired benefit. People will feel honored that you took up your valuable time to come up with a solution to their problem.

16. The "Famous Appearance" Strategy

The "bonus: a celebrity (actor/speaker/guest)..." strategy tells your prospects that they can see and/or hear an actual celebrity who is either related or not related to your product or business. It could be a famous actor/actress, musician, comedian, dancer, magician, etc. They could appear at your seminar, be a guest on one of your teleseminars, be speaking on one of your webcasts, etc.

17. The "Proof Before Pitch" Strategy

The "see all these testimonials, now do you want to see what all this is about?..." strategy tells your prospects that you've got a ton of testimonials for your product. You then just ask them if they want to see the product and the sales letter. You're just allowing the testimonials to speak for your product before they see your actual sales pitch or full offer.

18. The "Unlimited License" Strategy

The "you can install it on as many web sites/computers as you want..." strategy tells your prospects that they will get an unlimited site/computer license with your software product. You could also offer a lite version of your software for a lower cost that can only be used on one web site/computer.

19. The "A Few Steps Ahead" Strategy

The "it seems he/she is always a few steps ahead of the other experts..." strategy tells your prospects that the owner/expert of the affiliate product you are promoting is ahead of the pack when it comes to helping them reach their intended goal. You can tell them he/she is always testing, learning and searching for new ways to stay ahead of the competition. Most people rather buy from a product owner who is always trying to make his products better.

20. The "Buy This First" Strategy

The "from now on anyone that wants to (the benefit) I'll tell them to buy this first..." strategy tells your prospects that you'll recommend the affiliate product to anyone that wants to gain a particular desired benefit. People will realize that the product must have worked great for you if you are making such a strong statement and commitment.

21. The "Secret Identity" Strategy

The "you can find out who wrote this testimonial inside, you'll be surprised..." strategy tells your prospects that you are only revealing the identity of the author of a certain testimonial to paid customers. They will

be curious to find out who it is and why you didn't reveal it to them for free. You can tell them that the testimonial inside has a picture of them, as well as an audio and/or video message.

22. The "Good Advice" Strategy

The "if you've read my advice for any amount of time, you'd realize I always recommend good products..." strategy tells your prospects to think back when they ordered an affiliate product from you that helped their lives. Once they have that feeling, it will be easier to sell your next product recommendation.

23. The "Search Party" Strategy

The "a time-saving search feature is included..." strategy tells your prospects that they get a search feature with your information product that will allow them to skip over and pick and choose the parts they want to read. Most info-products are 95% old information presented differently with 5% new information and it will allow them to go straight to the good stuff.

24. The "Lucky Number" Strategy

The "the (no.) st/nd/rd/th person who orders gets (bonus product), the (no.) st/nd/rd/th person who orders gets (bonus product), etc..." strategy tells your prospects that they have a chance to get an extra bonus product if they are lucky enough to be a particular number of customer when they order. There are many people out there who will purchase just for the thrill of trying to win something.

25. The "Hit A Nerve" Strategy

The "this free e-book may be disturbing..." strategy tells your prospects that your free information product could be offensive and controversial. They will want to read it just see why it could hit a nerve with them. Of course, you can always present your main product offer inside your free information product.

26. The "Fast Forward, Rewind" Strategy

The "you will also get the audio and video version..." strategy tells your prospects instead of reading your information product, they can listen to and watch it. People will like the fact they will be able to fast forward, rewind, pause, and click to which ever part of your information they want to learn.

27. The "Don't Be Abusive" Strategy

The "do not abuse this highly sensitive information..." strategy tells your prospects that your information product could be lethal if used unlawfully. Many people will want find out just how powerful your information is and how it will allow them to gain an unfair advantage for getting their desire benefit.

28. The "Don't Give Up" Strategy

The "are you about ready to give up? Don't just yet..." strategy tells your prospects they shouldn't give up hope that they will reach their goals

because the affiliate product you are promoting can help them. Tell them you were at that point once before you discovered this product.

29. The "1 To 10" Strategy

The "on a scale of 1 to 10 with 1 being (not bad at all) and 10 being (really bad), how bad do you want to (your product's benefit)..." strategy tells your prospects to view their situation on a scale of 1 to 10. It will clearly, visually and mentally show them just how bad they need your product to gain their desired benefit.

30. The "No Use, No Pay" Strategy

The "please note: it's only available for PCs..." strategy tells your prospects that you don't want them to purchase your product unless they have everything they need to gain their desired benefit. People will respect you for not trying to make them buy something that won't be of any use to them.

31. The "Update Offer" Strategy

The "sign up to get our update alerts..." strategy tells your prospects that when you update your product, they will be alerted to go and download the new version of it or go to read the new information on your web site. They won't have to guess when to revisit your web site or update their product. Plus, when they revisit, you can offer them another one of your products.

32. The "They Got Gifts" Strategy

The "check out our joint venture partner's bonuses..." strategy tells your prospects that the affiliates that you recruited to promote your product are offering their own personal bonuses if you buy through one of their affiliate links. So, if your list doesn't buy from you, they may buy through one of your joint venture partner's links because they would like to get extra bonuses.

33. The "Phase 2" Strategy

The "check out phase 2 of our product launch..." strategy tells your prospects that you changed your initial product offer. A second phase could create some of the excitement you had when you first launched. It could be that you added new bonus products, added an easy payment plan for people who couldn't afford it before, etc.

34. The "Buzz Is Coming" Strategy

The "tomorrow, tons of people will talk about this product and web site, go get a sneak preview..." strategy tells your prospects that something big is going to launch the next day and they can visit your web site to see the sales letter about it. It's a great way to get people excited and will effectively pre-sell your product. Also mention to them to really read and study the sales letter so they don't miss what you are going to be offering.

35. The "Pirate Map" Strategy

The "there is a hidden treasure link somewhere on this page..." strategy

tells your prospects to scroll and scan through your whole sales letter to find the secret link. While they're searching for it, your product offer may catch their eye and persuade them to buy. The hidden treasure link could be a link to your free affiliate program where they can earn commissions selling your product.

36. The "Money Isn't Everything" Strategy

The "it's not about the money, I truly love helping people..." strategy tells your prospects the reason you started your own business was so that you could easily reach out to the masses and help them. Tell them the wonderful testimonials and success stories are far more rewarding than the money you make, but you still have to turn a profit to be able to stay in business.

37. The "Forget The Hype" Strategy

The "forget all the hyped up techniques that work today and fail tomorrow..." strategy tells your prospects to forget about your competition because their product won't stand the test of time. They will start to believe that your competition's sales letter is all hyped up and won't believe them any more if you show them some undeniable proof.

38. The "Lifetime Revival" Strategy

The "it will never go out-of-date..." strategy tells your prospects that if they purchase your product, it will be constantly updated, revised, and expanded for as long as they own and use it. You could also mention that all the updates will be free of charge. You could have them come to your

web site to re-download it if it's a digital product or ship the new version to them if it's a physical product.

39. The "Here's Your Clue" Strategy

The "grab (no.) free excerpts from my new upcoming mystery product..." strategy tells your prospects that they can read a small piece of your information product before it's launched. People will want to read it to see if they can get any clues as to the name of the product or how it will help them overall.

40. The "Instant Education" Strategy

The "get a (\$) (no.) education in (no.) (minutes/hours)..." strategy tells your prospects that your new information product will tell them step-by-step how you made a certain amount of money. People think that going to school or college is a long, expensive process but this way they will get an education that will help them earn a living in a short time.

41. The "Reserve Your Purchase" Strategy

The "it only costs a (\$) non-refundable deposit to reserve your copy..." strategy tells your prospects that you are only selling so many copies of your product when it's launched and they can pay a small fee to reserve their copy in case it sells out before they get a chance to purchase it. You can tell them they only have so long to buy it once it launches or they will lose their spot and deposit. It will get people to strongly commit to ordering your product once it's launched.

42. The "Still The Leader" Strategy

The "on (date), the original (your product's name) was launched and we're still the leader in (your product's benefit)..." strategy tells your prospects that your business has been around awhile and has sold a lot of products to still be in business. You can also mention you are releasing a new version soon to stay current with the new technology available.

43. The "J.V. Saturation" Strategy

The "I only have (no.) copies available and my (no.) J.V. partners will be promoting it..." strategy tells your prospects that a ton of people are going to see your product offer because of all your joint venture partners. They will be persuaded to buy early because they'll see how much competition they have and will want to order before it sells out.

44. The "Just Like New" Strategy

The "the almost like a new sale - (no.)% discount..." strategy tells your prospects that you are selling your older physical products that have not sold out for a lower than normal price. You could tell them that the products consist of returned products that were only used once, products that fell off the shelves and which might have small scratches or dents, products that you used before you sold them, etc. You can also guarantee that they will all work like new.

45. The "Almost Live" Strategy

The "as you know, our seminar completely sold out but we recorded it..."

strategy tells your prospects that if they didn't get to attend the event or they were an attendee who wants a copy, they can purchase the DVD version. To make it more valuable, tell them you will never repeat the event again and that it was recorded by a professional film producer. You could also include footage of some of the closed door discussions or masterminds if you have all the people who were involved sign off on it.

46. The "Far-Fetched Offer" Strategy

The "(a benefit) in (no. - an unbelievable time period)..." strategy tells your prospects that you are telling them something that is far-fetched or exaggerated. You can follow up by telling them if they believed that headline, you have a piece of land on the Moon to sell them. They will get a kick out of it and then you can tell them about your real offer. It will lower their buying defenses and gain their attention because you're joking around with them.

47. The "No. 2 Is Coming" Strategy

The "I'll be releasing the 2nd version of (your product's name) on (date)..." strategy tells your prospects that you've updated your product. You could even give them a discount if they bought the first version of your product. Plus, you should tentatively mention all the upgrades and changes you've done so there will be a little bit of mystery about it till it launches.

48. The "One Fails, One Succeeds" Strategy

The "two people buy the same product but why does one succeed and

one fail?..." strategy tells your prospects you are going to reveal why some succeed and some fail with your product or any other product. You can tell them it's because the one who succeeds has a strong desire, is totally committed, takes risks and is very motivated. By just mentioning those qualities, people will actually start using them to get up enough nerve to purchase your product.

49. The "Math Class" Strategy

The "let's do some math..." strategy tells your prospects that you are going to convert your offer and price into a simple math problem. You could add up the value of all your bonus products, you could divide the price of your product package by the number of products in it, etc. It will make the price of your offer seem less than it really is.

50. The "100 To 1" Strategy

The "(action) (no. - high) (subjects/tasks) as easily as 1..." strategy tells your prospects that your product will allow you to handle many tasks just as easily as one. For example, cut 20 potatoes as fast and easy as cutting just 1. Another example, manage 100 customer orders as easily as one customer order.

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