

Secret Marketing Strategies: Volumes #1 - #10

by Larry Dotson

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Conclusion

Introduction:

Hello,

My name is Larry Dotson.

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

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

Secret Marketing Strategies - Volume #1

1. The "Hidden Value" Strategy

The "you get an extra \$__ in bonuses..." strategy tells your prospects that the total value of your bonus products is a mystery. They will realize that in order to find out the actual value of your bonuses, they will have to purchase your product. You can tell them it will be revealed after they order.

2. The "Confident Sell Out" Strategy

The "this product will definitely sell out..." strategy tells your prospects that you are confident that your product won't last long. Many people are influenced by confidence. You can show even more of your confidence by telling them the approximate timeframe when your product will sell out.

3. The "Bombarded" Strategy

The "it's hard to decide sometimes with so many businesses pulling you in different directions..." strategy tells your prospects that you understand they are getting bombarded with advertisements every day. You just need to tell them you won't rent, share or sell their name to any other business. It will show them that you are trying to help them cut down on their junk

mail and spam.

4. The "No Install" Strategy

The "there's no software to install..." strategy tells your prospects that your product won't require any software to use it. Many people, even today, are software- or computer-phobic and don't want to go through the hassle to gain their desired benefits with products that take complicated software to run.

5. The "Plug It" Strategy

The "it can be customized and you can plug it into..." strategy tells your prospect that they can adjust your product for their own specific needs and benefits. You are also saying that they can easily fit or blend your product into their targeted situation.

6. The "Lock It In" Strategy

The "lock in your one time price now and avoid any monthly fee..." strategy tells your prospects that if they purchase your product now, they will avoid paying an ongoing fee to use it in the future. If they are remotely interested in your product, they'll likely buy it right away because most people hate reoccurring fees. You could even give them a date when you will switch over your product to a subscription product.

7. The "They All Did" Strategy

The "one person (your product's benefit), another person (your product's benefit), this person (your product's benefit)..." strategy gives your prospects specific examples of people that have benefited from your product. You could present them as customer success stories or short little benefit bullets in your sales letter. You could even add their actual testimonials.

8. The "Personal Partner" Strategy

The "as a bonus, become one of my personal JV partners..." strategy tells your prospects that if they purchase your product, they can also promote your product. You could give your customers a higher commission rate than your free affiliates, just like you would your top personal JV partners. You could even tell them how many JV partners you have and the reputable names that are involved.

9. The "Lying Down" Strategy

The "when you're lying in bed tonight and staring at the ceiling imagine..." strategy tells your prospects to imagine the benefits of your product. Most people won't purchase the first time they see your ad so this helps persuade them to buy later when they're not viewing your ad.

10. The "By Yourself" Strategy

The "why would you try to do it yourself when you can get (your product)..." strategy tells your prospects to question why they would try to gain their desired benefit by themselves. You just need to convince them how much harder it would be without your product's help.

11. The "It's Possible Now" Strategy

The "we live in a time where it's possible to (your product's benefit)..." strategy tells your prospects it's the perfect time to gain their desired benefit because of the resources that are available to us in this day and age. Of course one of those resources would your product. You would relate your product to the type of new features it has; for example, new technology, new materials, new chemicals, etc.

12. The "Left Behind" Strategy

The "tons of people are jumping on the bandwagon, are you being left behind?..." strategy tells your prospects that they could be missing out on an opportunity to reach their goals with your product. You can remind them that they may have already heard about it on TV, in print publications, on the radio or on the Internet.

13. The "Important" Strategy

The "this might be the most important letter you'll ever read..." strategy tells your prospects that if they don't read your sales letter, it could negatively affect their life. Many people won't want to leave your web site without least scanning over your letter. It might just be enough time to persuade them to buy.

14. The "First Things First" Strategy

The "the very first thing you must do before you (your product's benefit)..." strategy tells your prospects the first step they should take before they try to improve their life. It could be purchasing your product or something they need to do after they own it. You could even tell them if they get the first part wrong it could cost them time, money, emotional distress, etc.

15. The "Heard It All Before" Strategy

The "we have all heard it before (a common saying)..." strategy tells your prospects a statement that will help support your product. You should use one that is widely known in the world or in your targeted niche. It can be powerful because it's already branded in your prospect's mind and they likely already believe it.

16. The "Does The Same Thing" Strategy

The "own the low cost, quality alternative that does about the same thing..." strategy tells your prospects that your product does the same thing as your competition's expensive version. You can tell them that you know many of them couldn't afford your competition's version so now they won't be left out in the cold and can enjoy the same benefits and more.

17. The "Write This Down" Strategy

The "take a few minutes and write down the things you want to change about (something related to your product niche)..." strategy tells your prospects to take a physical action other than just reading your ad. It will actually persuade them on paper to purchase your product. It's like they are writing your sales letter for you.

18. The "Once In Awhile" Strategy

The "every once in a while something comes along that changes everything..." strategy tells your prospects that your product is going to change the way they are currently gaining their desired benefit. People will buy your product if it makes things easier, less expensive, faster, lighter, effortless, etc.

19. The "No Complaints" Strategy

The "never receive a single complaint again..." strategy tells your prospects that your product will prevent people from complaining about them, putting them down and/or talking behind their back. Most people care about what other people think of them and try to avoid verbal attacks, insults and being gossiped about.

20. The "Every Day" Strategy

The "you likely hear about this every day..." strategy tells your prospects some information they see or hear every day that supports your product. It could be something that's currently a hot topic in the world or in your niche. You could give them facts to show that it's true and remind them they will be missing out if they don't own your product.

21. The "They Don't Know" Strategy

The "most of the experts don't even know about it yet..." strategy tells your prospects that they will even have an advantage over the experts if they purchase your product. Newbies that have strong professional competition need all the help they can get.

22. The "Upside Down" Strategy

The "warning: the (your niche) industry is about to be turned upside down..." strategy tells your prospects that everything they knew about gaining their desired benefit is going to change. People will want to purchase your product if it is better than what they are currently doing to reach their goals.

23. The "Head Start" Strategy

The "if you want to get a head start, don't show this link to anyone..." strategy tells your prospects that they are one of the first people to have a chance to purchase your product. They will like the secrecy of the link and the privilege of gaining their desired benefits before everyone else.

24. The "Not Yet" Strategy

The "please continue reading, I don't want to tell you just yet..." strategy tells your prospects that they will learn something important or interesting later on in your sales letter. You could give them a hint about it early on then persuade them to read the rest of your ad. The longer they are reading, the better the chance they will buy.

25. The "Leave And Lose" Strategy

The "act now, once you leave this page, you will never see this offer ever again..." strategy tells your prospects that today will be their only chance to order your product. Not tomorrow, not next week, not next month, etc. Most people will think it's a marketing ploy so just remind them that it's not. It shows them that you know what they are thinking.

26. The "Success In Common" Strategy

The "people who succeed have one critical thing in common..." strategy tells your prospects they need one crucial thing in order to gain their desired benefit. Of course, you need to persuade them that it is your product. You could tell them that some people have the right attitude but not always the right tools to improve their life.

27. The "Not Much Room" Strategy

The "I only have room on the call for (no.) people and I already gave away (no.) spots before I sent you this..." strategy tells your prospects that they need to register for your teleseminar right away. People will realize they weren't the first to hear about it and those other people could have told others about it.

28. The "No Recording" Strategy

The "I'm thinking about not recording this free teleconference..." strategy

tells your prospects that it's possible that if they don't get on the live free call, they may never hear it again. You could also tell them that you may turn it into a paid product later on. People that are interested may want to save some money down the road.

29. The "Enrollment Fee" Strategy

The "we're completely waiving your enrollment fee and even giving you (\$) in bonuses..." strategy tells your prospects that you normally charge people an enrollment fee for your product or membership site. They will feel privileged they don't have to pay the fee like others have in the past. The extra bonuses will just be icing on the cake.

30. The "Let's Talk" Strategy

The "I want to talk to you..." strategy tells your prospects that it's possible your e-mail may be personal because you actually talk with them. People are more persuaded to open an e-mail they think could be personal. You could invite them to be on a teleconference call to tell them about a product you have in the works.

31. The "Sell And Raise" Strategy

The "make at least (no.) affiliate sales and I'll add another \$(no.) commission to each sale..." strategy tells your prospects that they can

make a higher commission rate if they reach your sales goal. It will really motivate them to promote your affiliate program and give them something to strive for.

32. The "Membership Perks" Strategy

The "you can get a free month on my membership web site if you purchase through my affiliate link..." strategy tells your prospects and current paid members they can save some money if they purchase a targeted affiliate product through your link. If they were going to buy it anyway, it would be a waste for them not to buy through your link.

33. The "Already Own It?" Strategy

The "if you already own our product and haven't used it to (your product's benefit), then I know what's stopping you..." strategy tells your prospects and/or current customers that they just need motivation and guidance. You could offer them free or paid consulting so they gain their desired benefit and purchase future products from you.

34. The "New And Cheap" Strategy

The "brand new and only \$(no.)..." strategy tells your prospects that you are selling a new product for a very, very, cheap price. You can tell them that everyone else is selling it for way higher and even tell them the

specific prices. You will be showing them that you want to save them money.

35. The "Are You Prepared?" Strategy

The "are you prepared for what's coming on (date)..." strategy tells your prospects that you will be releasing a new product on that date. A pre-launch notice gets your prospects buttered up to purchase your new product. You don't want to give them too many details so that you leave something for the imagination.

36. The "Thanks For Support" Strategy

The "thanks for your support and agreement..." strategy tells your prospects that tons of your customers stand up for how you do business. Sometimes as marketers, you get flamed by your customers, prospects or competition about how you do business and most of the time it's a misunderstanding. You can tell your list about these situations and explain your point and most of the time, if it's valid, they will e-mail you to show their support for you.

37. The "Tell Me A Story" Strategy

The "can I have your success story?..." strategy tells your prospects and/or current customers that you need testimonials or letters about the

success they had with your product or advice you gave them. You can even tell them they can have their link underneath it to get free publicity. You could post the success stories on your web site or compile it into a free e-book.

38. The "Part 2" Strategy

The "here is Part 2 of..." strategy tells your prospects they've either already read Part 1 of your message or missed Part 1 and need to see what it's all about. This helps people that don't read your messages every time to get interested because it will be a mystery to them. You could have a copy of your Part 1 message underneath Part 2 for people that want to see what they missed.

39. The "My Stats Say" Strategy

The "according to my stats, only (no.)% of the readers have seen this..." strategy tells your prospects it must be really good if you are telling them about it again and watching your ad stats that closely. You can tell them you don't want them to miss it because it can really improve their life. It sounds like you really want to help them.

40. The "Keeping A Secret" Strategy

The "I've been keeping something to myself for a long time..." strategy

tells your prospects that you have been keeping a secret to yourself. You could tell them it's about an exciting product you're getting ready to release and you can't keep it to yourself any more. People will want to see what would be worth so much that you couldn't tell them before about it.

41. The "Heard This Before?" Strategy

The "you haven't heard this before and will likely never hear it again..." strategy tells your prospects that if they don't read your message now, they may never see it ever again. People like new information and hate to miss out on stuff that could improve their life.

42. The "Misprint" Strategy

The "that's not a misprint..." strategy tells your prospects that your statement or product may sound unbelievable but it's not a typo. Sometimes people think something is so unbelievable it must be a publishing mistake. Bringing this up will help remove those thoughts from their mind.

43. The "Make It Longer" Strategy

The "get more for your money and upgrade your membership length..." strategy tells your prospects that if they purchase a longer subscription to your membership site now it will be cheaper in the long run. For example,

you could say your monthly fee is \$10 and your yearly fee is \$100, so they would save \$20. You could even tell them if they decide to upgrade to a 1 year membership later on it will be \$10 more which is \$110. It will create a sense of urgency to upgrade to a yearly subscription now.

44. The "Official Launch" Strategy

The "(no.) hours/days/weeks till the official launch..." strategy tells your prospects to prepare to purchase your product when it launches. They will have time to clear their schedule, save money, promote it to their own prospects (if you have an affiliate program) and reminds them that you will e-mail them on a certain date and time.

45. The "I'm Surprised!" Strategy

The "I'm surprised but there are a few copies left..." strategy tells your prospects that you are shocked that your limited product sale didn't sell out. You can even tell them that you're only hours or days into the sale and you figured that by now it would be gone. People that thought they may have lost out on purchasing a copy will likely rush over and finally decide to buy.

46. The "Call Me" Strategy

The "can you call me tomorrow?..." strategy tells your prospects that your

message could be personal and they will read or listen to it quicker. You could just be referring to your free teleconference you'll be holding. You can just invite them and give them a persuasive reason to register for the call.

47. The "If You're Like Me" Strategy

The "if you're like me, I'm too lazy, busy and tired to (your product's benefit)..." strategy tells your prospects that you feel the same way they do when it comes to improving their life. You can explain to them how your product will gain their desired benefit with little or no effort from them.

48. The "O.T.O. Buzz" Strategy

The "check out the testimonials of our O.T.O. (one time offer)..." strategy tells your prospects on your first web page they will see a O.T.O. (one time offer) on your second page. By showing them testimonials before they see your ad, they will want to see what all the fuss is about.

49. The "Won't Believe It" Strategy

The "I didn't believe it, and I know you won't either..." strategy tells your prospects that you know they won't believe your product's claims because when you first saw the product's ad, you didn't either. This will eliminate

them not believing your product claims because you already brought it up and they may want to prove you wrong.

50. The "Years Into Minutes" Strategy

The "what took us (no.) (months/years) to develop you can have in minutes..." strategy tells your prospects that it would take them months or years if they tried to gain their desired benefit by themselves. Most people want to save time and would opt for the 'few minutes' idea.

Secret Marketing Strategies - Volume #2

1. The "Code Cracker" Strategy

The "I've finally cracked the code..." strategy tells your prospects that your obsession or dedication to solving their problem has finally paid off. You could also tell them how much time, money, research, etc., has been invested in your product.

2. The "Admit It" Strategy

The "I'll tell you what most (type of experts/your competition) don't want to admit..." strategy tells your prospects that your competition is hiding

something from them. Whatever you find and decide to expose should persuade them to purchase your product.

3. The "Change Your Mind" Strategy

The "I wasn't going to tell you this but...." strategy tells your prospects that you weren't going to reveal a specific piece of information but had second thoughts. If the information is beneficial to them, they will feel grateful that you changed your mind and possibly buy your product in return.

4. The "Truth" Strategy

The "the truth is, if you aren't (your product's benefit), then you're (negative effect)..." strategy tells your prospects if they don't own your product then they will continue to have specific problems. If you are a recognized authority or reputable business, they will automatically assume what you're saying is the truth.

5. The "Full Profits" Strategy

The "I am giving away 100% commissions if you want to promote this..." strategy tells your prospects that if they order your product, they will need to make just one sale in order to make their money back. Unlike normal resell rights, you can have it set up as an affiliate program that gives them

100% commissions. It will be less work for your customers and all they will need is an affiliate link.

6. The "Twisted Their Arm" Strategy

The "(business/person's name) never lets anyone promote this..." strategy tells your prospects that your affiliate product or offer is exclusive and they are the only ones viewing it. You can tell your prospects that you convinced the product owner or twisted the product owner's arm to offer it to them.

7. The "Jumping Around" Strategy

The "like me back then, you're probably jumping from one product to another and not benefiting..." strategy tells your prospects that you had the same experience as they do now. You can tell them you changed all that after you decided to create your own solution, which would be the product you're selling. You just need to tell them why yours works and the competition's doesn't.

8. The "Health Warning" Strategy

The "major health warning: (your product's name) is very addictive..." strategy tells your prospects to take notice because most people value their health. Once you have their attention, you can tell them the benefits

of your prospect and why it's so addictive.

9. The "Not Created Equal" Strategy

The "not every (your type of product) is created equal..." strategy tells your prospects not to assume that your or your competition's products offer the same features and benefits. You need to tell them the beneficial differences that will persuade them to purchase your product.

10. The "Eye It Yourself" Strategy

The "for your eyes only..." strategy tells your prospects that your message or offer is just for their private viewing. Your subscribers will like the fact that they will get closed-door knowledge about your product and will have the first-chance opportunity to benefit from it.

11. The "Fix Or Fear It" Strategy

The "it's an essential tool and without it, you may as well (negative effect)..." strategy tells your prospects that your product is a tool that will help them fix their problem. Plus, fear of a negative situation is a very strong motivation.

12. The "Product Retirement" Strategy

The "I'll be retiring this product when I hit an undisclosed number of sales..." strategy tells your prospects that they better order now because they don't know how close you are to your target number. You can tell them since they are still reading this, there are still some available and you're very close to your sales goal.

13. The "Web Site XXX" Strategy

The "you'll learn about <http://www.XXXXXX.com> that will (a strong benefit)..." strategy tells your prospects that you know about a secret or little known web site that will help them gain their desired benefit. It could be part of your main product or a bonus product.

14. The "Read The Proof" Strategy

The "make sure you read the testimonial from (the person's name)..." strategy tells and reminds your prospects to read your most persuasive testimonial. It could be from a reputable expert, have an audio or video message, a way to contact them personally, etc.

15. The "Mirror It" Strategy

The "check this out, it's (a famous product), well almost..." strategy tells your prospects that your product is similar to another successful product. You should just make sure that your target audience knows about the product and they like it.

16. The "High Failure Rate" Strategy

The "(no.%) of (your target audience) fail, Why is that figure so high?..." strategy tells your prospects they will likely fail at reaching their goals. You can tell them people fail because they are missing an important component that they didn't know about, which would be your product. You could use a list of testimonials in which people state that they didn't have any success until they purchased your product.

17. The "Living Proof" Strategy

The "he/she is living proof that anyone in the world can..." strategy tells your prospects they too can improve their life even if they have some type of disadvantage. It could be a number of disadvantages like if they are poor, if they have a handicap, if they are temporarily homeless, if they are in bad health, etc.

18. The "Having Hard Times?" Strategy

The "I've had tons of e-mails from people asking me if they could make

payments..." strategy tells your prospects that if they weren't able to afford your product before, now they can because you are offering a payment plan. This would help you get orders from people that are in between pay periods, have just lost their job, are in debt, on a tight budget, etc.

19. The "Buy Or Read" Strategy

The "it will cost you (\$) or keep reading to find out how to get it for free..." strategy tells your prospects they can pay for their desired benefit or, better yet, get it for no cost. You could have them refer some friends to your web site, give a testimonial or success story, join your affiliate program, etc. You could still make money by selling them something different with a one time offer.

20. The "Last Time" Strategy

The "don't blink, over (no.) thousand people visit our web site - the last time we offered something like this..." strategy tells your prospects that they won't have time to pause and think about purchasing your product as it may sell out fast. You could even tell them that you expect the number of visitors to be higher this time because you asked a few JV partners to help promote it.

21. The "Through The Wringer" Strategy

The "the (no.) (months/years) of testing, experimenting, tweaking and collecting case studies are finally done..." strategy tells your prospects that your product has been put through the wringer and is finally ready for release. You could tell them you hired a whole research team (if true) to develop the product and even tell them how much it cost you.

22. The "Future Release Bonus" Strategy

The "purchase through my affiliate link and I'll give you my (your product's name) which will cost (\$) when it's released on (date)..." strategy tells your prospects they will get a future product that will cost more (if true) than what they will be paying for your affiliate product. It's a real bargain, they are getting more for spending less.

23. The "Spill The Beans" Strategy

The "I didn't want to reveal that much but (the interviewer's name) squeezed all my secrets out of me..." strategy tells your prospects that they should read or listen to the interview you did because you accidentally released closely guarded information. Of course, you could try to sell them your product at the end of the interview.

24. The "Meet In Person" Strategy

The "let's meet in person..." strategy tells your prospects that you want to talk to them live, in person. If that is the subject of your e-mail, they will be interested in why because the Internet is usually so impersonal in nature and they wouldn't get that many offers. You could invite them to a seminar, a mastermind group, a workshop, even for dinner, etc.

25. The "Negotiation" Strategy

The "after hours of negotiating I finally talked (business person's name) into giving you a special deal..." strategy tells your prospects you gave up a lot of your personal time to get them a discount. They will appreciate that and likely respond to the time you gave up to save them some money.

26. The "Sell And Profit All" Strategy

The "the highest earning affiliate from the month of (the month) will receive 100% of their sales, instead of the normal (no.%) commission..." strategy tells your prospects that if they win your affiliate contest, they can keep all the profits. You could even offer higher than normal commission levels to people who come in second and third place.

27. The "Going To Lose" Strategy

The "you are about to lose (\$)..." strategy tells your prospects that you

are about to raise the price of your product. If they were interested in buying it later on and they wait, they will actually lose money. You could also tell them exactly how many (hours/days) they have until you raise the price.

28. The "We'll Pay You" Strategy

The "we'll pay you (\$) if you don't (your product's benefit)..." strategy tells your prospects that you'll pay them money if they don't gain their desired benefit with your product. You can tell them you are taking all the risk since you are giving them money rather than their investment back, and they can even keep the product. You can even tell them even if the product is damaged they will still get your guarantee. To protect yourself, tell them they first need to prove they used your product to the fullest before they get the guarantee.

29. The "Huge Favor" Strategy

The "I need a huge favor..." strategy tells your prospects that you have a special request that they could help you with. Most people are open to doing small favors for people, especially if they already like or respect you. You could ask them favors that could actually make you money, like visit your web site to see how you could improve it or review your free viral e-book and see if it reads well, etc.

30. The "Later On" Strategy

The "new bonuses will be added on (dates and times)..." strategy tells your prospects that you will be adding even more bonuses to your product on specific future dates. It will either persuade people to buy now or make them keep coming back to check out the new bonuses till it finally persuades them to buy. You could add more curiosity by giving them juicy hints or clues about your upcoming bonuses. It will just keep getting more and more tempting for them to buy.

31. The "Only Live Once" Strategy

The "you only live once..." strategy tells your prospects that life is too short to waste and they shouldn't hesitate to gain their desired benefits. They will want to spend their money where it will pay off, so you'll just need to prove that your product is the right investment.

32. The "Whichever Comes First" Strategy

The "it ends on (date) or until (no.) copies have been sold, whichever comes first..." strategy tells your prospects that it's up in the air which event will come first. If they are even a little interested they may buy to secure their copy of your product.

33. The "Guess" Strategy

The "guess what kind of product I will be releasing on (date), here is a clue..." strategy tells your prospects to feel very curious about what kind of product you will be launching. It will build immense anticipation during your pre-launch. You could even have them check back each (day or week) to get a new clue.

34. The "No Scare" Strategy

The "I'm not going to scare you into purchasing my product..." strategy tells your prospects that you won't be using any 'fear tactics' in your sales letter. You could tell them that there is already a huge need for it and it should sell itself. Many people will be persuaded to buy by your confident, straightforward approach.

35. The "Funny" Strategy

The "this e-mail was so funny I was turning blue from laughing so hard..." strategy tells your prospects that you received a ridiculous e-mail from a fellow subscriber. It could be someone complaining about your prices, sales offer, your content, etc. You could tell your prospects that you won't reveal the author's name but you will show them the exact, hilarious quotes. Of course this could be an attractive lead-in to sell them one of your products.

36. The "They Threaten Me" Strategy

The "I've received actual threats from a fellow marketer..." strategy tells your prospects that somebody they might know of could be threatening you. You could say that it made you so mad that you're going to do even more of what the marketer is harassing you about. It could be using lower than usual prices, holding a sale for a longer period of time, etc. If the marketer is well known, you could even tell them that you will give them a revealing clue about who the marketer is if they purchase your product.

37. The "Roadblocks" Strategy

The "we've eliminated all of the obstacles for you..." strategy tells your prospects that they won't have any roadblocks in the way to reach their intended goals. You could offer a no-risk guarantee, payment plans, a 'try before you buy' time period, etc.

38. The "Panel Of Experts" Strategy

The "here are the (no.) expert contributors that have helped me create this product..." strategy tells your prospects that your product idea must have been awesome for all those experts to contribute to it. Plus, you could ask all those contributors to promote the product too, so your prospects will see the buzz about it.

39. The "Early Advantage" Strategy

The "get it early before everyone else finds out about it..." strategy tells your prospects that once the buzz start about your product, it could sell out or their competition will get their hands on it too. Plus, they may want to capitalize on the early buzz of the product by joining your affiliate program.

40. The "Broke And Depressed?" Strategy

The "spent (hundreds/thousands) on (your type of product) and haven't (your product's benefit) yet?..." strategy tells your prospects that they wasted their money on tons of products and have nothing to show for it. You can tell them not to be embarrassed because you did too, of course, until you found the product that you are currently selling.

41. The "Ahhhh" Strategy

The "you are about to have one of those "ahhhh" moments..." strategy tells your prospects that they are going to finally become clear about how they will gain their desired benefit. To do this you need to represent your product like one of the miracle-like ideas that none of your competition has thought of yet.

42. The "Business Meeting" Strategy

The "when I first told my business partner about my product idea (she/he) fell out of their chair..." strategy tells your prospects that your product is so good that your partner knew it would be a profitable investment. Most people know the most profitable products are the ones that deliver the best results.

43. The "Buy Vs Create" Strategy

The "you are getting a (no.) discount compared to what I paid to create this product..." strategy tells your prospects that you had to pay way more than they will have to pay for the same benefits. You could even show them the quotes or a copy of the invoices/receipts that you paid for the product to be developed.

44. The "Make Them Smile" Strategy

The "make your (a family member/friend) smile..." strategy tells your prospects that your product will give their loved ones a positive physical reaction. It could be making them jump for joy, laugh out loud, have a look of love, raise their arms from excitement, dancing in celebration, etc. Most people like to make their family and friends feel good.

45. The "Bad Review" Strategy

The "read my negative review of (product's name)..." strategy tells your prospects that you didn't enjoy certain aspects of the affiliate product. Using a negative review will gain their attention because people don't see them a whole lot and it creates controversy. You should tell them the minor things that you didn't like but still tell them the overall product is good quality (if true) then they may still end up ordering from your affiliate link.

46. The "One Word Translation" Strategy

The "this translates into one word: (a benefit word)..." strategy tells your prospects that you are simplifying your offer to one persuasive word. You could even include the definition of the word if it sounds persuasive. For example, if you were selling a Valentine's Day box of chocolates you could say "This translates to one word: LOVE!"

47. The "Heard It Before?" Strategy

The "think you've heard it all before? Please STOP and think again..." strategy tells your prospects that your product is unlike anything they have even heard of before. They will at least take a little time to read your offer, even if it sounds familiar to another product in your niche. They will want to see what's so different about your product.

48. The "Beta Version" Strategy

The "if you order the beta version now, you will get a (no.)% discount..." strategy tells your prospects they will get a copy of your product that might contain a few bugs but will be cheaper. You could always tell them they will get the final version of your product when it's complete.

49. The "Sell One" Strategy

The "make a least one affiliate sale this month and you'll get..." strategy tells your current or future affiliates that all they have to do is make one tiny sales and they will be rewarded. You could give them a bonus product, a discount, consulting, etc.

50. The "Unbelievable Story" Strategy

The "do you ever hear unbelievable stories of people (your product's benefit)? Well, they are true..." strategy tells your prospects that those success stories aren't just old wives' tales. You could tell them they can read or listen to some of those stories on your web site from people that have bought your product.

Secret Marketing Strategies - Volume #3

1. The "Hidden Link" Strategy

The "if you don't want to pay (\$) for (your product's name), just click on..." strategy tells your prospects that you are actually selling your product but they can get it for free if they click on a hidden access link in your sales page. It increases the perceived value of your freebie and you can always sell them something else on the next page.

2. The "It's Your Fault" Strategy

The "you have a choice, do nothing and (a negative effect) or buy (your product's name) and (beneficial effect)..." strategy tells your prospects that it will be their own fault if they don't gain their desired benefit. Since most people don't want to blame their problems on themselves, they will be tempted to order your product.

3. The "Read Before Resell" Strategy

The "you can't order the resell rights till (date/time) but you can download the products here..." strategy tells your prospects that they can have the products in their hands before they buy the rights to them. It could work for resell rights, master resell rights, branding rights, private label rights, etc.

4. The "It's Being Sold" Strategy

The "this product is presently selling for a whopping (\$), you can see it for sale at (the URL), but you'll get as a bonus..." strategy tells your prospects that if they purchase your product, they will get a bonus product that is currently selling every day. It will make your main product seem like a bargain, especially if the bonus is being sold for more than what your product costs. You can tell them that you made a deal with the owner.

5. The "It's Your Turn" Strategy

The "I turned my life around, now it's your turn to get focused..." strategy tells your prospects to get motivated and transform their lives with the help of your product. Tell them they need to remove the constant distractions and negative people in their life that have been holding them back from reaching their goals.

6. The "Broke And Homeless" Strategy

The "I went broke and nearly lost my wife and kids..." strategy tells your prospects that you invested in too many products that never worked to gain your desired benefit and it created financial problems for you and your family. You can tell them everything changed when you discovered the product you are selling now. If they are in a similar situation, they will relate and likely purchase your product.

7. The "Under A Rock?" Strategy

The "unless you've been under a rock for the last (no.) (days/months)..." strategy tells your prospects that the buzz they have been hearing about your product or your niche market is true. People may hear the buzz about something but won't take action until they are persuaded with beneficial, convincing evidence.

8. The "Try It" Strategy

The "you don't even have to buy my product now, just try it for \$1 down and I'll bill you in thirty days for the rest..." strategy tells your prospects they can get the benefits of your product without investing a lot of money up front. You can even tell them if they don't like your product, you'll even refund the \$1. It will remove all their risk and get them to commit to purchasing your product. If they fall in love with it, I'm sure they won't return it.

9. The "Fall For It" Strategy

The "(no.) of 10 people fall for (a negative experience)..." strategy tells your prospects that most people will end up purchasing your competition's product because they are misled about a certain benefit of it. You can tell them that your product actually delivers that benefit or their money back.

10. The "Relaunch" Strategy

The "after numerous requests, I re-launched my sale but, to be fair to the first-time buyers, I had to raise the price a little..." strategy tells your prospects that if they miss out on your first sale, they can still purchase your product for a lower than normal price. They will have another chance to purchase it again before the price goes back to normal.

11. The "Turn The Tables" Strategy

The "have you been a victim of (something bad your competition did)? Discover how to turn the tables on them..." strategy tells your prospects that if they had a bad experience with your competition, they can easily get back at them. You can tell them they can repay the competition by purchasing your product and giving a testimonial that tells everyone their bad experience with them.

12. The "Over The Shoulder" Strategy

The "you'll get to look over my shoulder and see how (your product's benefit)..." strategy tells your prospects they will get to see you live in person or on video. They will like the fact they won't just be told how to gain their benefit but be showed the ins and outs of how to do it.

13. The "Invest In Yourself" Strategy

The "you can finally improve your life by just investing (\$) in yourself..." strategy tells your prospects that by buying your product, they are actually giving the money to themselves in the form of benefits. You could even sweeten the deal by giving them a few bonuses that are worth more than they are paying for your product. It will show them that you are investing in them too.

14. The "Heard The Gossip?" Strategy

The "have you heard the gossip about..." strategy tells your prospects that if they haven't already heard the rumors, you'll tell them the details on your web site. It will grab their attention because people love to hear gossip. Why do you think all those tabloids are so popular? Just make sure the gossip somehow persuades them to purchase your product.

15. The "Just Remove It" Strategy

The "instead of always (negative effect/action), you should eliminate it from your life..." strategy tells your prospects they should get rid of their nagging problems by using your product. Maybe they are already getting their desired benefit with another product but it could have a negative side effect that your product doesn't have.

16. The "Kid" Strategy

The "imagine (a positive effect/action) your children..." strategy tells your prospects to think how your product will benefit their children. Most parents will go great lengths to improve the relationship with their kids or to improve their lives.

17. The "Long Run" Strategy

The "forget about paying an ongoing monthly fee to (your product's benefit)..." strategy tells your prospects that unlike your competition, you offer the same benefits for a one time fee. You can remind them that paying a monthly fee will be more costly in the long run.

18. The "Register Or Refund" Strategy

The "I'll refund your registration fee if you are not accepted..." strategy tells your prospects that they will have to submit an application and pay a small fee first in order to purchase your product. It'll make your product look guarded and valuable. You can tell them you are doing this to separate the pretenders from the serious people.

19. The "All In The Name" Strategy

The "my new product is named (your product's name) but that's all I can tell you right now..." strategy tells your prospects they won't know what your product is all about until you launch it, so they should register for

your free teleconference. You could also give them a mouthwatering hint about it.

20. The "Have A Drink" Strategy

The "go get your soda pop or cup of coffee and then come back and read this..." strategy tells your prospects that your sales letter is kind of long and you want them to be comfortable and awake when they read what you have to say. The more focused they are on what you have to say, the more persuaded they will be to purchase your product.

21. The "They Said Yes" Strategy

The "(no.) out (no.) marketers have already said yes to my JV offer..." strategy tells your prospects that a lot of marketers liked your preview product and are excited about your next product launch. Most marketers know that products sell better when there is a pre-launch and when a big buzz surrounds the launch.

22. The "Illegal Copying" Strategy

The "I caught someone selling illegal copies of my product cheaply..." strategy tells your prospects that someone stole and profited from your product. You could tell them since they devalued your product by selling it for such a low price that you're going to start selling it at the same price.

Of course, don't use this strategy unless it's true.

23. The "First To Reply" Strategy

The "if you're one of the first (no.) to reply to this e-mail with (whatever) in the subject line, I'll give you a free trial of (your product's name)..." strategy tells your prospects that you will reward them with a free trial, which sounds more personal. You could waive the first month's payment if it's a membership site or wait thirty days to bill them for the one time fee product.

24. The "Rules" Strategy

The "here are the rules for my affiliate program..." strategy tells your prospects that you actively protecting your product, affiliate program and your affiliates. People like to promote things that are regulated. Some of your rules could be: don't spam, don't make misleading claims, don't promote on adult sites, etc.

25. The "My Conditions" Strategy

The "here are the terms and conditions of the (type of rights) resell rights..." strategy tells your prospects that you will regulate the resell, master or private label rights so the product doesn't get saturated or devalued. Some of the rules could be: you can't give it away, can't sell it

on online auctions, it can't be bundled, can't be put into a membership site, etc.

26. The "JV And Discount" Strategy

The "become my JV partner and get a (no.)% discount..." strategy tells your prospects that if they join your affiliate program, you'll give them a discount on the product they promote. You could have special order page set up for just them or have them fill in a coupon code on their page.

27. The "Affiliate Bribe" Strategy

The "join my affiliate program and get a (no.) discount..." strategy tells your prospects that if they sign-up to your free affiliate program you will sell them your product for cheaper than the normal retail price. Even if they don't become an active affiliate right away you'll have them on your affiliate opt-in list and they may promote one of your older or newer products in the future.

28. The "Small Catch" Strategy

The "hurry, there is a small catch though..." strategy tells your prospects that they better order soon because you only have so many copies available. You can tell them that once the word spreads about your product, it will sell fast from the results of your marketing tests.

29. The "First Reaction" Strategy

The "as a (type of person/professional), your first reaction will probably be (negative thought)..." strategy tells your prospects that they may have some defense buying mechanism but that is just because they have been burned by your competition before. You can tell them it's okay and you understand but your product is different.

30. The "Starter" Strategy

The "this isn't for beginners, however we do have a starter plan that's available for an extra fee..." strategy tells your prospects the bad news then the good news. Their spirits may be down at first and then you'll raise them back up again. They will like the fact that you are being honest with them up front.

31. The "They Are Mad" Strategy

The "I know my competition will be mad about this..." strategy tells your prospects that your competition will likely have a fit about your new offer. It gives your readers a reason to read on and see what could make them so angry. It could be about your low prices, something you're telling them about your competition, a better product you came out with, etc.

32. The "Be Truthful" Strategy

The "NOTICE: you must be truthful when filling out this form or you will be asked to leave my program..." strategy tells your prospects they must be honest when filling out your consulting or mentoring program application. They will realize you are serious about helping people that truly want to be helped.

33. The "Fire Dates" Strategy

The "June 1st-4th (\$), June 5th-9th (\$), June 10th-13th (\$)..." strategy tells your prospects that you are selling your product in a fire sale format. They'll see the price will be going up every few days and it will create an urgency for them to buy now.

34. The "Early Commission" Strategy

The "June 1st-4th \$(no.)% (\$), June 5th-9th \$(no.)% (\$), June 10th-13th \$(no.)% (\$)..." strategy tell your prospects that during your fire sale, you will be offering customers the chance to earn commissions from it. They will want to become a customer early so they can promote it at the lowest possible price so the market doesn't get saturated right away.

35. The "Letter Requests" Strategy

The "I've been getting a ton of letters asking me when I was going to release another (type of product), so I finally have..." strategy tells your prospects that your last product was really good. People were so impressed and satisfied they have been requesting you to release another one.

36. The "This Isn't Average" Strategy

The "warning: this is not your average (your type of product)..." strategy tells your prospects that your product is way above average. You could even offer a higher price than your competition because it will back-up your claim that it is better than theirs. People sometimes perceive a higher price equals higher quality and better results.

37. The "1st Ever" Strategy

The "for the first time ever..." strategy tells your prospects that they likely haven't seen your product before. If they have seen your product before, maybe you could attach a different offer for it, like offering resell rights, a lower price, never-seen-before bonuses, etc.

38. The "\$1 Bombshell" Strategy

The "how to turn \$1 into (\$ a huge amount) worth of..." strategy tells your prospects that they could get a ton of products for only one buck. You wouldn't make much unless you charge them another fee later on for something else (like a \$1 trial). You could even tell them you'll refund their dollar if they don't like the products.

39. The "Wrong Advice" Strategy

The "if you are not reaching your goals, maybe you are taking advice from the wrong people..." strategy tells your prospects that your competitors are those wrong people. You just need to prove why they should take your advice and purchase your product.

40. The "P And C" Strategy

The "over the last couple of years we have made over (\$) in profits from (no.) of customers..." strategy tells your prospects that your business has been very successful. Most people assume successful businesses sell high quality products that work.

41. The "Mad Accountant" Strategy

The "our accountant is steaming mad about our sale..." strategy tells your prospects that your accountant thinks you are selling your product for too low a price. Most people will think if your accountant is that angry about

your offer, it must be a great bargain.

42. The "Keep The Secret" Strategy

The "for my subscribers only, don't show this to anyone else or I will pull this offer, I'm not joking..." strategy tells your prospects that they better order now in case one of the other subscribers leaks out this information to any non-subscribers. The "I'm not joking" statement tells them it's not a marketing ploy.

43. The "Time Released Benefit" Strategy

The "picture (no.) (minutes/hours/days/weeks/months/years) from now (your product's benefit)..." strategy tells your prospects indirectly and visually how long your product will deliver their desired benefit. As you imagine, the quicker it delivers the benefit, the quicker they will order your product.

44. The "Single Question" Strategy

The "the single most important question you should ask yourself before buying (your type of product)..." strategy tells your prospect that they better know the question before they invest their money and not improve their life. You want the question to tempt them to buy your product and not your competition's.

45. The "Puzzle" Strategy

The "try to fill in this blank, this will _____ your life..." strategy tells your prospects to concentrate on your sales letter by trying to fill in the blank. People will naturally fill in the blank with a positive word, like improve, better, enhance, etc. They will write part of your ad for you and persuade themselves to buy.

46. The "Visit Their Site" Strategy

The "visit our top competitors' web sites and check them out..." strategy tells your prospects that you aren't scared by your competition. Your visitors will assume your product must be way better since you are giving them their URLs and asking them to checkout their web sites.

47. The "Surprise Hint" Strategy

The "I want it to be a surprise but I'll give you a hint..." strategy tells your prospects that you're just teasing them a little. It will build anticipation until your product is released. People will likely still try to figure it out and your competitor even more.

48. The "Red In The Face" Strategy

The "this is kind of embarrassing..." strategy tells your prospects that even you, the business owner, have been red-faced before for not achieving your desired benefit. If they are currently embarrassed they will relate to your story and likely purchase your product.

49. The "You Upset Yet?" Strategy

The "sorry, this may upset you..." strategy tells your prospects to imagine how you could possibly upset them with a sales letter. They will want to read on to see what it could be. It could be about how your competition scams them, a dose of reality that could persuade them to buy, about how they lost out on your products but you're re-launching it at only a few dollars higher, etc.

50. The "Team Of Affiliates" Strategy

The "me and (business owner's name) are offering you a personal affiliate bonus..." strategy tells your prospects that you teamed up with another business or marketer to give them a bonus package if they purchase through your affiliate link. You could even team up with a ton of businesses so you have many people donate a product to your bonus package. You could also create an affiliate bonus package out of the tons of free info-products and software offered on the Internet.

Secret Marketing Strategies - Volume #4

1. The "Do The Math" Strategy

The "quality product + affordable price = great value..." strategy tells your prospects a single math equation that will help them understand just how good a deal you are offering. Sometimes presenting your offer as something other than a normal sales pitch will persuade them to buy.

2. The "Untold Success" Strategy

The "untold story of how one person (your product's benefit)..." strategy tells your prospects that they haven't heard the success story you are about to tell them. Of course, the story should persuade your readers to purchase your product. People like to read success stories because they place themselves directly in the story and get motivated to reach their goals.

3. The "Full Control" Strategy

The "be in full control of getting (your product's benefit)..." strategy tells your prospects your product allows them to go about gaining their desired benefit almost any way they want. You could tell them there are no time restrictions, they can easily take it with them wherever they go, they can access it from anywhere, they can adjust the strength level, etc.

4. The "Help Wanted" Strategy

The "help wanted: I'm looking for (no.) motivated people that want to (your product's benefit)..." strategy tells your prospects that you will only be selling so many spots or copies of your product. Plus, the 'help wanted' statement will attract people that want a new job or want to earn extra money from home. The word "motivated" tells people that you want people that are serious about improving their life.

5. The "Reimbursement" Strategy

The "actually, it's not going to cost you anything..." strategy tells your prospects that somehow they will be reimbursed for investing in your product. It could be in the form of making sales in your affiliate program, getting resell rights, keeping 100% of the profits, etc.

6. The "Big Case" Strategy

The "there is just one catch - to get your discount, I need to use your case study..." strategy tells your prospects that you want to use their detailed success stories in your sales letters, free e-books, e-mail ads, etc. You could also tell them you might ask them to tell their story on live teleseminar calls or at seminars (all expenses paid).

7. The "Primary Objective" Strategy

The "my product has (no.) primary objectives..." strategy tells your prospects a couple of the strongest benefits of your product. You don't overwhelm them with all the weaker benefits right from the start. Sometimes if you give them too much info too soon in your sales letter, it can give them info overload and they may pass up your offer.

8. The "I've Done Everything" Strategy

The "I have read (no.) books, visited (no.) web sites and interviewed over (no.) experts in the area of (your product's niche)..." strategy tells your prospects you've done a ton of thorough research to create your product. They will be persuaded to buy your product because it looks like you left no stone unturned while developing your product.

9. The "Disturbing" Strategy

The "warning: the following pictures may contain scenes which could be disturbing to some people..." strategy tells your prospects that they may want to visit your web site or read your sales letter to see what's disturbing. Of course, the disturbing pictures should be something that will persuade them to buy your product. It could be pictures of people that don't have your product yet.

10. The "Search Engine" Strategy

The "there were (no.) searches for the term (keyword/phrase)..." strategy tells your prospects that your product's niche is very popular. This usually works well for a product that you are selling which comes with resell rights. It tells people there is a huge demand and big market to sell to.

11. The "Last Call" Strategy

The "last call, only (no.) left..." strategy tells your prospects that it's their last chance to buy your product and there aren't very many left. They will feel an urgency to get it for a discount now, before it's sold out. You could also tell them how many hours, minutes and seconds are left.

12. The "JV With Me" Strategy

The "by reading this free e-book, you'll discover how to JV with me..." strategy tells your business prospects they will have an opportunity for you to promote their product. It could be that they have to order a product through your affiliate link or purchase your own product.

13. The "I'm Retiring" Strategy

The "I'm retiring and giving everything away for pennies on the dollar..." strategy tells your prospects that you are having a big sale because you possibly made enough money to retire or semi-retire. People will be curious as to why you are retiring and want to see what kind of bargain(s) they will find. You could be retiring from your main niche and moving to another, having someone take over your workload while still silently earning a percentage of the profits, taking some time-off (a vacation or retiring for just a couple weeks) from your business to enjoy life, etc.

14. The "Good Investment" Strategy

The "get more for your money if you order now..." strategy tells your prospects if they order promptly, they will get more for their investment. This works really well if you are promoting a membership web site and they are about to remove the last month's products. You could tell them they could get both last month's and next month's products in a few days if they order before they are removed.

15. The "Few Words" Strategy

The "I'll sum it up in only (no.) words..." strategy tells your prospects that you'll give them a direct, simple blurb that will tell them the benefits about your product. You could just give them a short and sweet summary of your strongest benefit or USP.

16. The "Be My Guest" Strategy

The "be my guest..." strategy tells your prospects that you want to extend your hospitality to them, entertain them and/or pay for something for them. People will be persuaded to read the rest of your ad or sign up to your no-cost gift (with a one-time offer attached) because they like all those types of perks.

17. The "Pre-Launch Income Secret" Strategy

The "June 1st-4th (?\$(?no.))% (?\$), June 5th-9th (?\$(?no.))% (?\$), June 10th-13th (?\$(?no.))% (?\$)... strategy tells your prospects that your fire sale is in pre-launch and you're keeping your prices and affiliate commission secret from the general public until you launch. People will likely keep visiting your pre-launch blog so they can at least find out what they will be getting because it creates a mystery with respect to your launch.

18. The "IQ Quiz" Strategy

The "are you an expert or beginner? not sure? take this quiz..." strategy tells your prospects that by taking your quiz they will know whether they need your novice product or your advanced product. Just give them a way to add up their results on your sales letter. It shows that you want to give them a product that will give them the desired benefit that they can handle.

19. The "Cash And Prizes" Strategy

The "check out my affiliate prizes..." strategy tells your prospects that if they become an affiliate and make "X" amount of sales, they will earn additional money. For example, "Be the top selling affiliate and make \$1000.00." You could also randomly select prizes for any affiliate that makes 1 or 2 sales. This will keep people promoting your product even if they know they don't have a chance for any of the top prizes.

20. The "Please Tell Me" Strategy

The "the secret has been exposed..." strategy tells your prospects that a secret has been revealed. It's just human nature - people like to know the unknown. We've all heard people say: "Please tell me, I won't tell anyone that you told me, etc." The exposed secret could be about a new product or bonus product you have just released.

21. The "Launch Countdown" Strategy

The "join us on our countdown - call one hour before our new product is officially launched..." strategy tells your prospects that if they register and join you on the teleconference call, they will be the first to hear about your new product when it's launched. It builds excitement and you can pre-sell them live one last time. The group excitement alone could persuade them this time to buy it.

22. The "Secret Gift" Strategy

The "you'll also get a mystery gift that is worth over (\$)..." tells your prospects they will get an unrevealed free bonus for ordering your product. You can tell them it's completely original and not found anywhere else. Many people think that most bonuses are saturated and found everywhere else.

23. The "Read And Learn" Strategy

The "in the next few minutes you'll learn more about (your product's niche or benefit) than you'll have learned in a lifetime..." strategy tells your prospects they are going to save a lot of time. It could be them learning how to gain their desired benefit from reading your ad or your information product.

24. The "I Upset Them" Strategy

The "I may upset my business partners but I'm going to tell you this..." strategy tells your prospects that you agreed with your close colleagues that you wouldn't release the information you are about to tell them. You want the secret information to be something that supports your product and persuades them to buy. People will be curious to see why they didn't want you to release the information.

25. The "I Beat Out" Strategy

The "my product just beat out (a popular product) on the best seller list..." strategy tells your prospects that your product is selling even better than another best seller. You just need to find a selling outlet for your product that has a best seller type list.

26. The "Bonus Contributions" Strategy

The "I've had tons of businesses donate bonuses for my product launch..." strategy tells your prospects that if they order your new product, they will get a wide variety of bonuses. You could tell them how many bonuses they will get and what the total retail value of the bonuses are. You could also tell them which businesses/marketers donated the bonuses and keep the bonuses a mystery till they order. It will make them extra curious to see the bonuses.

27. The "Future Release" Strategy

The "it will be sold for (\$) but you can get it free if you order through my affiliate link..." strategy tells your prospects how much you will sell your future product for but that they can get it at no direct cost. It will work better if your future product costs more and is related to the affiliate product.

28. The "Beneficial Secret" Strategy

The "you're about to learn the (benefit) a day/week/month system that they don't want you to know about..." strategy tells your prospects that your product or sales letter reveals a beneficial system that other people are keeping a secret. For example, it could be a step-by-step system that is making so much money every day, losing so many pounds every week, etc.

29. The "Almost Lawless" Strategy

The "it's so effective it's nearly illegal..." strategy tells your prospects that your product works so well it's borderline of being against the law. People will assume they will gain an unfair advantage over other rivals trying to get the same benefits. It will attract the rebellious people from your target audience.

30. The "Important Visit" Strategy

The "I'm not going to tell you all about it here but this may be the most important web site you'll visit this year..." strategy tells your prospects that you aren't really going to reveal what the web site is about ahead of time. You can just give them some tantalizing tidbits so they click on your link to get all the details, like: please keep it a secret, it's improved thousands of people's lives, it only takes 2 seconds, etc. It will literally make their

mouths water.

31. The "Hard Luck" Strategy

The "my spouse threw me out..." strategy tells your prospects that they should read your story because it grabs their attention and is very controversial. Once you have your prospects attention, tell them the story and lead them right into your product offer. Other good controversial stories are my boss fired me, he/she made me sleep on the couch, I was caught cheating, my spouse cheated on me, I got into a fight with a police officer, etc.

32. The "Multiple Profits Link" Strategy

The "get multiple income streams from promoting just one affiliate link..." strategy tells your prospects that if they join your affiliate program, they will earn commissions from multiple products by promoting just one link. You could give them commissions from the front-end sales, back-end sales, upsells, one-time offers, upgrade sales, new future product releases, etc.

33. The "Money Question" Strategy

The "discover the answer to the (\$) question..." strategy tells your prospects that if they purchase your product or read your sales letter, they

will learn some information that will be valuable to them. You want the question and the answers to help influence them to purchase your product.

34. The "Give Away And Earn" Strategy

The "give away our free (type of information product) and earn (\$)..." strategy tells your prospects that they can join your affiliate program and rebrand your freebie with their affiliate link. People know that it's easy to give away stuff and they can earn some nice commissions doing it.

35. The "Right Person" Strategy

The "you need to be knowledgeable, enthusiastic, passionate, reliable, loyal, trustworthy, etc..." strategy tells your prospects they will need to possess all those qualities in order to benefit from your product. Most people won't turn away because they won't admit to not having those positive attributes.

36. The "It's Different" Strategy

The "this isn't just another e-book, membership site, report, etc..." strategy tells your prospects not to assume your information product is the same as the other ones. You could relate it to something else and call it something like a system, formula, lifestyle change, toolbox, etc.

37. The "Time Machine" Strategy

The "what if you had a time machine and could go back and buy (your past product)..." strategy tells your prospects that they might be kicking themselves when they miss out on your last limited quantity product launch. You can tell them that you're releasing the product with extra features and benefits. They will assume this is their second chance to benefit and won't miss out this time. They will realize that opportunities like that rarely come along.

38. The "Not Just Anyone" Strategy

The "only (no.) out of every (no.) people will fit our requirements..." strategy tells your prospects that you require certain criteria in order for them to purchase your product. It will make your product more valuable because not just anyone off the street can order it.

39. The "Unrestricted" Strategy

The "grab unrestricted (private label, master, etc.) resell rights..." strategy tells your prospects that there won't be any restrictions on the certain types of rights you give them for your product. They could sell your product at auctions, give it away, rebrand it, author it, edit it, slice and dice it, etc.

40. The "Started From Scratch" Strategy

The "I started from scratch and still (your product's benefit)..." strategy tells your prospects that they can use your product to gain their desired benefit, even if they are beginning from nowhere. People sometimes think they have to be knowledgeable about something in order to benefit from certain products they purchase.

41. The "One Time" Strategy

The "one time installation..." strategy tells your prospects that they will only have to install your product once and they will benefit from it forever. This works great for electrics and software-type products. You could also add that it comes with easy, step-by-step installation instructions.

42. The "You Need This To" Strategy

The "the product requirements are..." strategy tells your prospects that in order to use your product, they need other types of products for them to improve their life. For example, telling them they need so much computer memory to run a software program. Your prospects will be grateful that you are looking out for their best interest.

43. The "First Time" Strategy

The "for the first time in (no.) years I'm going to show you how to (your product's benefit)..." strategy tells your prospects that you have been keeping your product or system to yourself for a long time. They will be curious to know more about what they have been missing.

44. The "Better Than Me" Strategy

The "I'm kind of (a negative trait), so it's possible that you could have better results than I had..." strategy tells your prospects that you gained your desired benefit with your own product but they may benefit even more from it than you did. You could tell them you have limitations, like being a procrastinator, working two jobs, didn't know English, etc.

45. The "Mystery Formula" Strategy

The "no one knows my secret formula..." strategy tells your prospects that your product will show or give them a unique formula, system, or recipe for gaining their desired benefit. If they have had trouble improving their particular situation, they may think it's because they didn't know your well-kept formula.

46. The "Past Purchase" Strategy

The "you can qualify for a discount if you bought one of my products in the past..." strategy tells your prospects they can save so much money on your new product if they have been a loyal customer. You could just have them e-mail their past receipt to you. You could even allow people to get a discount if they have ordered through one of your affiliate links in the past.

47. The "Control Panel" Strategy

The "do it all from one location..." strategy tells your prospects that they can access, use, or control your product from one place. People don't like to use a product that requires them to relocate or move to different locations to gain their desired benefit. That's why remote controls, control panels, keyboards, cell phones and other helpful tools were invented.

48. The "Funny" Strategy

The "they all used to laugh at me until I discovered (your product's name)..." strategy tells your prospects that people made fun of your negative situation until you found or invented the right product. You can tell them it worked so well you decided to start selling it to help other people that have been laughed at too.

49. The "Not All Here" Strategy

The "I wanted to decrease the load time of this site so not all these (bonuses or benefits) are listed here..." strategy tells your prospects that there are a ton more incentives for buying your product but you didn't have room to show them all.

50. The "Hide And Seek" Strategy

The "I don't hide behind an e-mail..." strategy tells your prospects that they can also call your personal phone or cell phone number. People will like that you are only a phone call away in case they need some quick support. You can tell them that if you're not there, your friendly, certified assistant will be there to help them.

Secret Marketing Strategies - Volume #5

1. The "My Next Product" Strategy

The "as a bonus I'll also reveal all the details of my new, secret product that is currently under development..." strategy tells your prospects that if they buy your current product, they will also learn about the next product you plan on releasing in the future. It will attract your curious, loyal customers or even your competition to buy from you.

2. The "Make Up Your Mind" Strategy

The "before you make up your mind whether or not you're going to order, think about this..." strategy tells your prospects that before they decide to leave your page, they better read your statements that will further back up your product. You could repeat your low affordable price, some major benefits, fast, free shipping, etc.

3. The "Reasons For Refunds" Strategy

The "you can ask for a refund for any reason - I mean any reason, you could even make up one if you want..." strategy tells your prospects that you will be removing any and all risks if they don't like your product. You could even give them reasons why they could ask for a refund, like if they are short of money, if they don't like the color of your product, etc.

4. The "First To Promote" Strategy

The "if you're one of the first (no.) people to buy, you can become my JV partner..." strategy tells your prospects they could make their money back if they order before you reach your first sales goal. You could also tell them they can earn 2nd tier commissions if they get in early enough.

5. The "No Big Competition" Strategy

The "you will be my first JV partners if you order now..." strategy tells your prospects that you didn't invite any big gurus or super affiliates to promote your product before you launched it. They will realize that they will have a very good chance to make some nice commissions.

6. The "Timed Rights" Strategy

The "grab (no.) minutes of resell rights..." strategy tells your prospects that if they purchase your audio or video information product, they will get the resell rights to it. You could also use other time amounts like hours, days, seconds, etc.

7. The "Resell And Commissions" Strategy

The "get master resell rights and back-end affiliate sales..." strategy tells your prospects that if they purchase your info-product with master resell rights, they can also rebrand the links in the ads inside them with their own affiliate link. That will give them multiple streams of income that will become viral.

8. The "Heavy Hitters" Strategy

The "just see the heavy hitters that have agreed to promote it..." strategy

tells your prospects that your product must be really high quality if all those big time marketers are promoting it. The less well-known marketers may want to promote it just to have their name mentioned with some of the big names on your JV partner contest board.

9. The "I'll Advertise You" Strategy

The "can I advertise your web site?..." strategy tells your prospects that you may want to advertise their web site. If they have one, they will be interested in what your offer is. You could tell them that if they purchase your product, you'll add their link to your web site. It will be more effective if your site gets a lot of traffic or even better, show them proof of your traffic.

10. The "Testimonial Tilt" Strategy

The "yes! as soon as I (your product's benefit) I'll send you a testimonial..." strategy tells your prospects to tell themselves that they will get their desired benefit. They will assume since you want a testimonial too that you're confident that they will reach their goals.

11. The "Easy Or Hard" Strategy

The "would you rather (your product's benefit) easy or would you rather (someone else's product's benefit) hard..." strategy tells your prospects

that they could get their desired benefit easier with your product. They likely won't want to purchase your competition's product if it makes it harder to obtain their benefit.

12. The "Main Goal" Strategy

The "we're dedicated to and working hard for your success..." strategy tells your prospects that your main goal is to improve their life. They may purchase your product just from the fact that you are telling or showing them that you are committed and working your tail off to help them reach their goals.

13. The "Be Social" Strategy

The "you'll have free access to my private forum..." strategy tells your prospects that if they purchase your product, they will have worldwide access to like-minded individuals that have the same goals in mind. You can remind them that they can make new friends, build long-lasting relationships and even make JV offers (if the forum is business-related).

14. The "I Bet" Strategy

The "I bet you're not even worthy enough to purchase my product..." strategy tells your prospects that you are challenging them and saying that their mindset and abilities aren't suitable to gain their desired benefit.

Many people will take offense and purchase your product to prove you wrong and show you that they are in your league.

15. The "No Trick" Strategy

The "I'm not going to try to trick you. I'm trying to sell you something..." strategy tells your prospects that you are going to get straight to the point and be up front with them. You'll need to tell them a good reason why you are trying to sell them your product other than trying making a profit. It could be because you really want to help them because you were once in the same situation.

16. The "Help More People" Strategy

The "I even ended my consulting service because I only want to help you..." strategy tells your prospects that the only way to get your product or expertise is to purchase your product. You can tell them you rather sell a low priced product than charge a high price for consulting or coaching so you can help more people that can't afford it.

17. The "Use It Or Else" Strategy

The "don't buy if you're not going to use it..." strategy tells your prospects not to purchase your product if they don't plan on gaining their desired benefit. You could give them a more detailed example like: don't buy if it's

going to be boxed up in your cold, damp basement in a few days.

18. The "Quick Fix" Strategy

The "I prefer to have long-lasting benefits rather than a quick fix that doesn't last..." strategy tells your prospects your product's benefits will last longer than your competition's. You can tell them it's a waste of money to invest in a product that won't stand the test of time.

19. The "Product A Day" Strategy

The "get (no.) (type of product) products in (no.) days..." strategy tells your prospects that if they order you'll deliver them a new product every day for as long as you specified. You could reveal what each product will be or just give them a tantalizing hint about each one. If they are exclusive products, tell them so they don't assume they are a bunch of resell rights products that are offered everywhere else.

20. The "Offline vs. Online" Strategy

The "it's normally sold through the mail for (\$) but you can get it online for only (\$)..." strategy tells your prospects there is a good reason why you are offering your product for such a low price. People probably thought your product was expensive if they saw it advertised offline beforehand, so the low price would surprise them and persuade them to

buy. You could add little reasons like: you can offer a lower price because there is no packing or shipping, no printing or it's just cheaper overall to run an online business.

21. The "Beneficial Web Site" Strategy

The "I (your product's benefit) with this web site: [http://www.\(the URL\).com...](http://www.(the URL).com...)" strategy tells your prospects the beneficial results of you buying the affiliate product from that particular web site. Here are some examples: I found the girl of my dreams with this web site, I bought a new sports cars 3 weeks after visiting this web site, etc.

22. The "If You're Broke" Strategy

The "don't invest in this product if you're (bad financial situation)..." strategy tells your prospects they shouldn't buy your product if they are having money problems. You can get more detailed like: if you are risking putting food on the table, if you're behind on the rent, if you have to take out a second mortgage, if you have to search for loose change in the couch, etc.

23. The "Reverse Bonus" Strategy

The "there are plenty of highlighted bonuses (strategies, ideas, tips, etc.) throughout this letter which you can use right away..." strategy tells your

prospects that they will get bonuses for just reading your sales letter. You want the information bonuses to be useful and persuade them to order your product. You could label them something like: Bonus Idea #1, Bonus Idea #2, Bonus Idea #3, etc.

24. The "Any Industry" Strategy

The "it works for anyone, in any industry..." strategy tells your prospects that your product is designed to help anyone and everyone. You could even list a bunch of occupational titles your product has helped in the past like: golfers, photographers, magicians, accountants, car enthusiasts, physicians, homemakers, etc.

25. The "First Place Discount" Strategy

The "the first (no.) people that order will get a (no.)% discount..." strategy tells your prospects that if they act fast, they can get your product cheaper than everyone else. You could give them a coupon code (if your ordering system allows it) or just keep track manually. You could keep your prospects updated on how many discounted packages are left.

26. The "Low And High" Strategy

The "how (\$ a low price) can get you over (\$ a high price) worth of (type of bonuses/or products)..." strategy tells your prospects that your product

package is a real bargain. You could tell them that they would have to be crazy to pass it up. You can mention that even if they already own a few of the products, it's still worth it or you could offer them an even lower price if they can prove that they already own a few of the products.

27. The "Just Guess" Strategy

The "just guess how much (your product or bonuses) is worth..." strategy tells your prospects they will likely be pleasantly surprised at the value they are getting because you mentioned it. You can even make a guess for them and lead up to the total value. For example, no not (\$), no not (\$), no not (\$), the total value is (\$). Then reveal how low a price they will get it for.

28. The "Constructive Criticism" Strategy

The "bonus: I'll critique your (something related to your product)..." strategy tells your prospects that you'll give them some constructive criticism for no cost. It should allow them to help gain their desired benefit easier with your product than without your helpful advice. You could do it in person, over the phone, via e-mail, etc.

29. The "Order Them All" Strategy

The "you must purchase the product and upsell it to qualify for my

bonus..." strategy tells your prospects that you will give them a personal bonus if they order the front-end product and one-time offer product through your affiliate link. If you want, you could even require that they order the back-end product.

30. The "Past Product" Strategy

The "I have a proven track record, see a picture of all my past products:..." strategy tells your prospects that you've developed successful products in the past and your new one is no exception. You could even show them your past sales records, order totals, testimonials, case studies, success stories, etc.

31. The "One Now, One Later" Strategy

The "free bonus: get my new product that is launching on (date)..." strategy tells your prospects they won't have to pay for one of your future products if they purchase your main product now. It will save them money and you can tell them the exact date they will get access to it.

32. The "Is Bigger Better?" Strategy

The "a multi-million dollar corporation didn't want me to release this product..." strategy tells your prospects that even a huge company that is your competition knows your product is good. Of course, if you tell your

prospects something like that, it needs to be completely true.

33. The "Don't Give Up" Strategy

The "sometimes it's hard to achieve your goals but don't give up now..." strategy tells your prospects that if they don't throw in the towel and get over their obstacles, it will be well worth it. You can mention that your product will make it easier for them.

34. The "Never Done Before" Strategy

The "no sale like this has ever been done before..." strategy tells your prospects that the way you are selling, marketing or presenting your product is very unique. Sometimes people buy just because your offer is different from the others. You just need to be creative. Other sales that have made their marks are fire sales, take-away sales, holiday sales, 72-hour sales, etc.

35. The "Pick Your Level" Strategy

The "choose your product level..." strategy tells your prospects that you are offering your product at different price levels and product package contents. You'll be able to cater for everyone's budget and situation. It could be free, medium, deluxe, diamond, gold, silver, etc. You should list what each package level comes with and give them a chance to upgrade

their packages later on.

36. The "Right Stuff" Strategy

The "the only people that should order are (a description of those types of people)..." strategy tells your prospects they need to be a certain type of person in order to gain their desired benefits from your product. It could be related to certain abilities, skills, emotions, education levels, accomplishments, occupations, etc.

37. The "Buy Low And Profit" Strategy

The "you can either buy high priced resell rights or low priced ones and make a profit..." strategy tells your prospects they are more likely to make a profit buying your lower priced rights. Once they understand the whole concept they may go back to your business more often for low priced resell, master resell and private label rights.

38. The "Going Public" Strategy

The "we are set to go public in the next few months..." strategy tells your prospects that your company is doing really well if you will be entering the stock market (if it's true). Most people assume that stock market companies sell a lot of products and make big profits. It might make them more comfortable buying from you because you need to make the

shareholders happy too.

39. The "Clarification" Strategy

The "for clarification, here's what I mean..." strategy tells your prospects that in case they don't quite understand part of your offer, you are going to simplify it for them. People don't usually purchase products from offers they don't understand. You could also show pictures, graphs, and graphics to help clarify your offer.

40. The "If You See This" Strategy

The "if you still see this page then you're one of the first (no.) people..." strategy tells your prospects they can still get your special offer. Your special offer could be a discount, a bonus for purchasing through your affiliate link, extra bonus products, etc. Sometimes people don't order because they are not sure if they still have a chance to get a good deal.

41. The "More Than Most" Strategy

The "you'll know more than (no.)% of all (types of people)..." strategy tells your prospects that by purchasing your product, they will be more informed or skilled than the majority of people who aren't. People like to know that they will know more than others do. It gives them an advantage in life.

42. The "Intimidation" Strategy

The "I understand that it can be intimidating trying to make the right investment..." strategy tells your prospects you realize there are so many product choices and sales pitches out there that it can be a confusing decision. You just need to simplify it for them by comparing all their choices side-by-side. You will be putting your product up against your competitor's and comparing the benefits.

43. The "They Don't Brag" Strategy

The "(the affiliate product owner's name) won't tell you this because they don't like to brag..." strategy tells your prospects you are going to tell them some credible information about the owner of the affiliate product you are promoting. It could be things like: they are a doctor, won certain awards, reached some interesting goals, etc. It will persuade people to buy based on the product owner's personal or professional achievements.

44. The "Nothing To Show" Strategy

The "many people spend (no.)(months/years) and (\$) for (your product's benefit) and have nothing to show for it..." strategy tells your prospects that a lot of people take the hard road to gain their desired benefit to only end up failing at the end. If you can show them how your product can

take away or minimize all those obstacles and improve their life, you will make a lot of money.

45. The "Lower Than Others" Strategy

The "it's not going to cost you the normal (\$) or even 1/(no.) of that..." strategy tells your prospects that they aren't going to pay anywhere close to what others have paid for your product in the past. You just need to give them a believable reason why the price is so low now, like they fell off the shelf and are slightly damaged, you made a deal with your supplier, you have to clear inventory for a new product, etc.

46. The "Similar Suggestions" Strategy

The "people that have purchased (your product name) are also interested in..." strategy tells your prospects to check out your other products or affiliate products that your customers have bought from you. You are more likely to get backend sales because of the similarities between the customers who purchase your main product and that purchase or look at those other products.

47. The "Read And Benefit" Strategy

The "you'll get more benefits from reading this letter than purchasing one of my competition's products..." strategy tells your prospects that your

sales letter contains beneficial information. They will get a freebie for reading and save money by not having to purchase your competition's product. Of course, you'll present your own product to them and tell them why it's different and better.

48. The "Don't Skip A Word" Strategy

The "if you want to (your product's benefit), read every word of this letter..." strategy tells your prospects not to skip one word of your sale letter and they will reach their goals. You can tell them if they read every word, they'll understand why it's so important to purchase your product.

49. The "Live Or Recorded" Strategy

The "there are only (no.) live spots available..." strategy tells your prospects there are only so many people that can attend your live teleseminar, seminar or webinar event. You can tell them that the rest of the people will only get recordings of the event. As you may know, reality shows are all the rage now so limiting a live event can trigger a large amount of sales.

50. The "It's Not For Sale" Strategy

The "this is not for sale anywhere or at any price..." strategy tells your prospects that they will have to do something other than buying your

product to own it. It could be purchasing a different product, sending traffic to your web site, giving you a success story, etc. You can even limit the number you have available and tell them after your goal is achieved, it will be gone forever.

Secret Marketing Strategies - Volume #6

1. The "A Free Physical" Strategy

The "get your no-cost CD today..." strategy tells your prospects they can get a free physical information product mailed or shipped to them. They will likely pay for the shipping or mailing fee if it will help them gain their desired benefits. You could also mention that you only paid to have so many copies of the physical product produced so your supply would be limited. It will give them a sense of urgency to jump on your offer. People place a higher perceived value on a physical product, plus you could always upsell them a higher priced product.

2. The "Domain Symbolism" Strategy

The "this is so important I registered a domain name about it..." strategy tells your prospects that your product is so crucial to their success that you paid for a special piece of Internet real estate for it. It could be a domain name related to the product's name, the date of your product launch, the type of product, etc.

3. The "Encyclopedia Of Proof" Strategy

The "grab my free e-book pack full of proof..." strategy tells your prospects that you bundled up a whole bunch of real life evidence that your product does what you say it does. The e-book could be full of success stories, testimonials, detailed case studies, before and after pictures, high profile endorsements. You could even allow people to give the free e-book away with your ad in it to increase sales.

4. The "As Your Own" Strategy

The "use my bonus package as your own..." strategy tells your prospects that they could use your personal freebie to persuade people to order an affiliate product through your link. You would just share your commission with them 50/50. And if there is an affiliate contest and you win, you could share the contest money or prizes with the top highest affiliate sales producers. You can tell them you all can make better money by working together in a co-op.

5. The "Give Them A Hint" Strategy

The "I'll give you a few hints..." strategy tells your prospects that you aren't going to reveal what your next product will be or what is on the web site in your ad copy. It will create a ton of curiosity and people love solving puzzles. For example, Hint 1, Hint 2, Hint 3, etc. The Hints could

be related numbers, words, people's names, etc.

6. The "Broke A Record" Strategy

The "it's been a record sales (day/week)..." strategy tells your prospects that you broke your sales record with your current product. They will think it has to be a good product if it's selling that well. You can tell them you've had positive responses from your customers and many unsolicited testimonials.

7. The "VIP Treatment" Strategy

The "I want to give my loyal prospects a discount..." strategy tells your prospects that your new product will be launching soon but they can get it at a discount price before your official launch. It's a great way to build loyalty and rapport with them. Your customers will hang around longer if you give them some special VIP treatment once in a while. You can create a buying frenzy by limiting the number of days the discount will be available.

8. The "Market Removal" Strategy

The "hurry, it will be removed from the market on (date)..." strategy tells your prospects that your product won't be available for purchase permanently or temporarily in the future. If it's temporarily, you can tell

them exactly how long it will be before it's gone. You could list the number of days, weeks, months or even years. If they have the slightest interest in your product, they won't want to wait that long.

9. The "Don't Hate Money" Strategy

The "even if you hate (topic) you can make money from it..." strategy tells your prospects that you are offering resell rights to some niche products. You can tell them they can expand their business by easily moving into different niches without all the work. For example, even if you hate changing your car oil you can still make money selling a "how to" ebook about it.

10. The "Build Your Credit" Strategy

The "I'll give you a \$(no.)credit on any of my products..." strategy tells your prospects they will get a discount off one of your products or get one for free if they purchase someone else's product through your affiliate link. A personal bonus can persuade people to order faster than just giving them a plain option to buy, which any old affiliate could do.

11. The "Poetry Profits" Strategy

The "read this poem..." strategy tells your prospects that they will be pleasantly entertained while reading your ad. You could use a full poem or

excerpts of a poem for different parts of your ad copy, like headlines, sub-headlines, closes, a P.S., etc. You want the poem to be related to your product and persuade them to buy.

12. The "See It First" Strategy

The "be the first to see the sales letter..." strategy tells your prospects they can have one of the first opportunities to see your product's sales page during pre-launch. They won't be able to buy but it will give an extra chance for them to see your ad before the official launch. You could leave a few things like bonuses out of it so they will want to see it again at launch. The more time people see your ad, the higher the chance they will buy. It could also create a buzz and get your affiliates extra-enthusiastic to promote your product.

13. The "Big Bucks First" Strategy

The "earn (no. - high number)% your first month and (no - lower number) there after...." strategy tells your prospects if they sign up to your affiliate program you'll give them a higher commission on their first months sales. It could be higher commissions for the first month of your new product launch, the first month someone one joins your membership web site or the first month they are an affiliate.

14. The "Bonus Lockdown" Strategy

The "lock in your bonuses..." strategy tells your prospects that you will eventually remove your main product's bonuses on a certain date or after a specific number of orders. You can also tell them they will be guaranteed to get all the future bonuses that you add to your product package. You could tell them you will remove your bonuses one at a time or all at once.

15. The "Hide And Seek" Strategy

The "look for the hidden bonus inside..." strategy tells your prospects that there is a hidden bonus in your paid or free product. It will make them interested in taking the next step, either buying your paid product or requesting your freebie. You could tell them how much the mystery bonus is and give a hint about where it is located.

16. The "Better Than The Best" Strategy

The "it's way better than (a good, popular, well-known brand product)..." strategy tells your prospects that your product offers more benefits and features than a similar leading product. People will assume that if you can legally make those claims then your product must be good and will be persuaded to see why it will be better for them.

17. The "Watch For This" Strategy

The "something big is going to be released on (date/time)..." strategy tells your prospects to watch out for your e-mail on that particular day and time. Tell them it's something they don't want to miss. You can tell them a ton of top marketers are helping to promote it. You could even give them a fill-in-the-blanks hint or clue about what the product will be or be about.

18. The "Buy And Copy" Strategy

The "purchase through my affiliate link and use my bonus package..." strategy tells your prospects that if they order a product through your affiliate link, they will get your personal bonus package and the right to use it to promote the affiliate product to their visitors. And if you want, you could even ask them to split the commissions they make with you.

19. The "Overnight Miracle" Strategy

The "become (your product's benefit/their goal) overnight..." strategy tells your prospects that if they buy your product today, they will wake up with their desired benefit tomorrow. When something is bothering someone or if they have a problem, they will think about it before they go to sleep. They usually will wish, pray or imagine that the problem will be magically solved in the morning when they wake up.

20. The "Bills, Bills, Bills" Strategy

The "solve your problems forever for the same cost of one monthly (type) bill..." strategy tells your prospects to compare the cost of your product to something they pay for every month. It could be an electric bill, phone bill, cable bill, satellite bill, garbage bill, water bill, etc. It will make the price of your product seem cheaper than it sounds.

21. The "Save In The Future" Strategy

The "get a discount of (\$) for my next product..." strategy tells your prospects that if they order a product through your affiliate link, they will get a discount on your own higher priced product. So, if the affiliate product costs \$500 and your product is \$1000, they would get a discount on the difference which would be \$500. In all, they would pay \$1000 for the affiliate product and your product instead of \$1500.

22. The "A Team Sport" Strategy

The "it took a team of (no.) professionals to create this..." strategy tells your prospects how many and the type of professionals it took to create, sell, manufacture and market your product. You could list people like writers, script or software coders, graphic artists, lawyers, copywriters, proofreaders, affiliate managers, etc. People will realize that many professionals helped with your product and they will assume your product will give them their desired benefits.

23. The "Pajama" Strategy

The "I'm sitting here in my pajamas..." strategy tells your prospects what you're wearing or doing that relates to your product's benefit. If your product's benefit was working from home you could do it in your pajamas, underwear, sweats, bath robe, etc. If you're selling vacations you could be wearing your swimsuit, sitting by the pool, getting a massage, etc. Just use your imagination to create the setting and sales story then follow it with your product offer.

24. The "Limited Installation" Strategy

The "for the first (no.) that order, I'll (install/assemble) it for no cost..." strategy tells your prospects that people usually have to pay extra to you or someone else to get your product set up properly. They will want to be one of the first to order to avoid that extra fee or to avoid the time, hassle or frustration of trying doing it themselves.

25. The "Fast Affiliate Sales" Strategy

The "if you qualify with the fastest (no.) affiliate sales, you win..." strategy tells your affiliates that they can earn extra commission by reaching a certain number of sales if they do it before all of your other affiliates. For example, the fastest to 50 affiliate sales wins \$1000, fastest to 25 affiliate sales wins \$500, etc.

26. The "Official Count" Strategy

The "only (no.) copies available (see the real time live counter at the bottom of this page)..." strategy tells your prospects you only have a certain number of your products left to sell. If you place it towards the top of your web page, people will be curious and scroll down through your sales letter to see the accurate number left instead of just leaving. Something may catch their eye that wouldn't have before and persuade them to buy.

27. The "Answer And Save" Strategy

The "complete this survey and get a (no.)% discount on my next product launch..." strategy tells your prospects they will save some money in the future just by answering a few survey questions. You could ask questions that could possibly help you persuasively present your future product or older products to your prospects.

28. The "Random Winnings" Strategy

The "have a chance to be randomly selected to win (prizes/cash)..." strategy tells your prospects that if they take a specific action, they could be randomly selected to win something. It could be being present at your teleseminar, telling other people about your web site, joining your affiliate program, registering and participating in your forum, etc.

29. The "Greatest" Strategy

The "the greatest (type of product) ever..." strategy tells your prospects that your product is much greater than any other similar product in your market. It makes people think, 'Why should I buy anything else when I can have the greatest.' This could also work for words like: the biggest, the best, the smallest, the lightest, the heaviest, etc.

30. The "J.V. Payback" Strategy

The "exclusive bonus: joint venture with other customers..." strategy tells your prospects that if they purchase your product, you will provide a members area where they can easily and automatically contact other customers that are interested in joint venture offers. You can tell them that by just using this bonus alone it could more than pay them back for their investment. You could also mention the names of some of the more popular marketers or business owners they could contact. Also mention that many businesses currently charge a lot of money for this type of service.

31. The "Stop Selling" Strategy

The "we stop selling (your product' name) but now you can sell it..." strategy tells your prospects that they can purchase the resell, master resell or private label rights to your product and you won't compete with them. They will feel they will have less competition and a better chance to

make money selling your product without you competing with them.

32. The "Old Bonus" Strategy

The "imagine getting a (17??, 18??, 19??) out of print book..." strategy tells your prospects they can get a rare product that is no longer in production or hard to find if they purchase your product. Just make sure your older bonus is related to your main product. People like things that are rare and don't cost anything that will help give them their desired benefit.

33. The "No Room Here" Strategy

The "I didn't have room to list all the products here..." strategy tells your prospects that there are additional products or bonuses in the product package you are selling. It gives a little mystery to your offer and will make people nosy. You could also mention that you will be adding new products in the future on an on-going basis.

34. The "You'll Never Benefit" Strategy

The "they said I could never achieve my goal but now they are asking me how I did it..." strategy tells your prospects that they should never listen to negative people in their life that try to hold them back from their desired benefits. They will want to purchase your product just to prove

those people wrong.

35. The "Version 1 And 2" Strategy

The "be one of the first (no.) and get version 2 for no cost..." strategy tells your prospects that when you release the next version of your product, they will get it for zilch if they buy the original or current version. Also, you could mention how much you'll be selling the next version for or how much the upgrade for a current user will cost.

36. The "This Is About You" Strategy

The "this is about your (something related to your prospect)..." strategy tells your prospects that your sales letter is about them. People will want to know since it's all about them. If you were selling to webmasters you could say, 'This is about your web site.' Plus, it's highly targeted. They won't open it if they don't have a web site or have no interest in web sites.

37. The "He's Annoying" Strategy

The "(product owner's name) is (negative attitude/personality) but..." strategy tells your prospects that the owners of the affiliate product you are promoting has character flaws but knows what he/she is talking about. It will grab people's attention because people usually don't say something like that in public. The negative quality could be: stubborn, self-centered,

annoying, etc.

38. The "Spend More, Save More" Strategy

The "spend between \$(no.) and \$(no.) and get (no.)% off, spend between \$(no.) and \$(no.) and get (no.)% off, etc..." strategy tells your prospects that the more they spend, the bigger discount they will get. It will justify them spending more without feeling guilty about it. You could hold it as a limited time sale so it creates urgency for them to spend more and save more now instead of having them procrastinate about it.

39. The "A Story About You" Strategy

The "I heard a short story about you..." strategy tells your prospects that you are going to tell them a story about themselves. The story could be about somebody who was likely in the same situation they are in and they used your product to improve things. It would make a great headline. You could also use the line, 'I heard a rumor about you' or 'I heard some gossip about you.'

40. The "Benefit Or I'll Help" Strategy

The "(your product's benefit) in (no.) days or I'll personally help you till you achieve it..." strategy tells your prospects that if they don't achieve their goal in the time period you set, you will help them at your own cost

till they do. It could mean you promoting their product, giving them personal consulting or coaching or anything else that would be costly to you, money- or time-wise.

41. The "No College For Me" Strategy

The "check out my accomplishments without having a college degree..." strategy tells your prospects that you were successful at accomplishing your goals without going college. It reminds them that they don't always need special schooling or training to gain their desired benefits. Just remind them that they need your product. Some non-college accomplishments could be: being an author, consultant, mentor, coach, web designer, public speaker, etc.

42. The "No Purchase Reasons" Strategy

The "there are likely (no.) reasons you haven't reached your goals..." strategy tells your prospects the reason they haven't gain their desired benefits. The reasons need to support your product and persuade them to buy. It could be reasons like: they bought the wrong products in the past, they were scammed by fly-by-night businesses, they haven't had the right personal guidance or support, they haven't been given the right step-by-step formula.

43. The "Meet My Customers" Strategy

The "rub shoulders with others who are successful..." strategy tells your prospects that if they purchase your product, you will offer them a way to meet your other happy customers. Tell your prospects they will be able to learn extra knowledge, strategies and skills from them. You could offer a free members only forum, chat room, live luncheons, seminars, workshops, teleseminars, etc.

44. The "Personal Guidance" Strategy

The "bonus: (no.) weeks of small group training calls..." strategy tells your prospects that they will be trained via the telephone with small groups of other new customers. You can tell them that you can give them more personal guidance and support on how to be successful with your product. Plus, you can tell them that you will have the time to answer all their questions for their own unique situation.

45. The "Next Success Story" Strategy

The "when you become our next success story you will get free publicity..." strategy tells your prospects they could become famous and get their own business or message in front of all your prospects, visitors and customers. This will really persuade people that have similar businesses or have non-profit organizations to promote your product.

46. The "Price Explanation" Strategy

The "the reason my price is so low is..." strategy tells your prospects an honest and believable reason why you are selling your product so cheaply. You don't want people to turn down your offer because people devalue it. It could be because you can deliver it via the Internet, you want to help as many people as you can, you've got a special bulk deal from your supplier, you are clearing inventory for a new product line, etc.

47. The "What Will It Take?" Strategy

The "what will it take to solve your (niche) problem? Do you know the answer?..." strategy tells your prospects to really think about what it will take to solve their problem(s). Now, you can just present a simpler way for them to do it than they likely imagined. You could say, 'Just invest in our product and follow our simple, step-by-step plan.'

48. The "Model My Customer" Strategy

The "if you want to have the same results as (a name of your customer that has given you a testimonial)..." strategy tells your prospects how they need to model a person that has given you a testimonial. You could tell them that right below the testimonial. Of course, one of the things they did do was purchase your product.

49. The "Face-To-Face" Strategy

The "I'll help you face-to-face at a live event..." strategy tells your prospects that they can actually learn from you in a personal setting instead of a long distance setting, such as by e-mail, via your info products, by telephone, by web cast, etc. Of course you could try to sell them some of your products after your live presentation or workshop. You could offer the no-cost live event in exchange for them purchasing your product.

50. The "Blunt" Strategy

The "warning: don't read this letter if you are easily offended..." strategy tells your prospects that if they can't take any constructive criticism, they should leave your web page immediately. You could tell them that you are going to be straightforward, intense, brutal, honest and blunt with them because you hate to see people making excuses for not reaching their goals. You can tell them that sometimes people need to have their feelings hurt and the right product in order to succeed.

Secret Marketing Strategies - Volume #7

1. The "Refund Of Success" Strategy

The "you'll get a full refund after you give us your success story..." strategy tells your prospects that all they have to do is put down a fully

refundable deposit to secure and receive your product. Once they reach their desired benefits with your product and give you their success story, you'll give them their money back. So, the product isn't really costing them anything. You'll still make good because it's an incredible offer and many people won't take the time to write their success story or they'll forget about doing it.

2. The "Physical Rewards" Strategy

The "imagine making (\$) and buying (type of valuable object)..." strategy tells your prospects to picture themselves making a certain amount of money with your money making product or your affiliate product than actually purchasing something with it. For example, imagine making \$5,000 to take that amazing vacation to Vegas. Other luxury type purchases are cars, boats, motorcycles, houses, laptop computers, rare paintings, etc.

3. The "Poor Affiliate" Strategy

The "(no.)% of all affiliates make less than \$(no.) per month..." strategy tells your potential affiliates how little most affiliates make. You can tell them your current affiliates are making way above average of what most of the other affiliates are making. They will assume your product has a high conversion ratio, quality sales tools and is ripe for the market. It will persuade them to try out your affiliate program.

4. The "A Matter Of Time" Strategy

The "just give me (no.) (minutes, hours, weeks, months) and I'll help you (your product's benefit) guaranteed..." strategy tells your prospects it's just a matter of time and a small investment before they gain their desired benefit. The more exact or specific you are about the time, the more believable it will be.

5. The "Be My Shadow" Strategy

The "you need to learn from someone who is already successful..." strategy tells your prospects that if they model you, they will gain their desired benefit. Tell them they just need the right product and someone to show them the ropes. Just mention how easy it will be for them to copy you. Tell them you'll provide quick start guides, step-by-step instructions, video tutorials, etc.

6. The "Affiliate Compliment" Strategy

The "(affiliate product owner's name) is one of the most (positive quality) people I know..." strategy tells your prospects that you know the business owners personally. You could tell them that they are honest, kind, giving, down-to-earth, etc. It just may be enough to persuade them to buy through your affiliate link, especially if they already trust you.

7. The "Sliced Bread" Strategy

The "it's the best thing since (an old popular product or invention)..." strategy tells your prospects your product is better than or equal to an already established, reputable, branded product or business. It should be something your target audience would recognize. For example, it's the best thing since sliced bread.

8. The "What's Your Level" Strategy

The "click on your level of experience..." strategy tells the prospects on your web site to click on beginner, intermediate or expert. Then you can redirect them to separate sales pages that reflect their level of experience so that you can more easily sell your product. The more targeted your sales letter is, the higher your conversion ratio will be.

9. The "Piece By Piece" Strategy

The "I could seriously sell each product separately and make..." strategy tells your prospects that you could make more money selling your product package piece by piece rather than as a whole bundle. They will see the value of purchasing the package deal because they'll know how much you could be making, however you are selling it for way less.

10. The "JV Repayment" Strategy

The "you'll meet many business owners and that could turn into a couple joint venture deals..." strategy tells your prospects that your product will allow them to meet other business owners/marketers that could turn into lucrative joint venture deals. You could mention the possible joint venture deals they could make would more than pay for their purchase. Your product or bonus product could be a business seminar, business workshop, trade expo, online chat room, online forum, etc.

11. The "Everyone Needs It" Strategy

The "almost everyone wants to (your product's benefit)..." strategy tells your prospects that a majority of people or businesses need your product. They will feel it's just normal to purchase it. It will make it seem like it's a normal every day or every week purchase that they really don't have to think much about getting.

12. The "Short Guarantee" Strategy

The "it comes with a (single digit) day guarantee..." strategy tells your prospects that you are offering a very short guarantee and they might read further on to see why because most business use longer guarantees. You could tell them the reason you are offering a short guarantee is because most businesses or your competition offer longer guarantees to make people forget about ever using them if they don't like the product.

13. The "I Took Notes" Strategy

The "if you couldn't be there, buy my notes..." strategy tells your prospects that you took notes at your seminar and are now selling them. You could tell them they are getting the very best tips from the seminar without all the fluff, sales pitches, travel, hotel fare, jet lag, etc. Even in recorded videos and audio or transcripts there is fluffed up information so notes seem extra valuable.

14. The "Random Commission" Strategy

The "every (no.) affiliate sale gets a (\$) bonus..." strategy tells your prospects that if they promote your product through your affiliate program, they'll have a chance to earn bonus commissions. For example, 'Every 10th product sold though one of my affiliates makes \$20 extra commission.' It can influence affiliates that haven't been actively promoting your product to start again.

15. The "100% Faster" Strategy

The "the first affiliate to make (no.) sales gets 100% commission on those sales..." strategy tells your prospects they can make 100% commissions on all the sales stated in the contest if they just make them fast enough. It will really motivate your affiliates to do just about anything possible to make those sales. They could end up paying for extra advertising or start offering personal bonuses to sell more of your product.

16. The "Paparazzi" Strategy

The "according to (a popular media outlet)..." strategy tells your prospects something a reputable source said that will help persuade them to purchase your product. It could be a case study they did, a survey they've taken, a news story that related to your product, an interview they conducted, etc.

17. The "2006" Strategy

The "updated for (the current year)..." strategy tells your prospects they may have bought your product last year but they don't own the new up-to-date version. Or they may not have had the chance to buy it last year because you sold out, so now they can see what they missed. You could give them a list of the newly added benefits, features, information, etc. You could even tell them what percentage of your product is new. For example, it's 65% new information.

18. The "Date Of Possession" Strategy

The "as of (date) (no.) own (your product's name)..." strategy tells your prospects how many people have possessed your product. If it's a large number, people might be jealous and want to be included. You can tell them you know of a certain number of people that have benefited even better than you did with your own product.

19. The "Bonus Of Loyalty" Strategy

The "every (no.) (weeks/months/years) you stay a paid member, you will get a bonus..." strategy tells your prospects that you will reward them for their loyalty. It will be more effective if it's an original bonus and not a bunch of outdated, oversaturated resell rights. You just need to make sure the bonuses are related to your member or subscription product or it's something they want.

20. The "Limiting Belief" Strategy

The "it's a whole lot easier than you think..." strategy tells your prospects that their limiting belief is holding them back from gaining their desired benefit. You could tell them why it's easier than they think and how your product was design to help. If you can learn how to change your prospects' limiting beliefs, you'll always be profitable.

21. The "Forever And Ever" Strategy

The "(your product's benefit) and make it last forever..." strategy tells your prospects not only will they get their desired benefit but your product will also make it last for eternity. For example, people can lose weight but the hard part is keeping the weight off. People will pay more for long-lasting solutions than quick fixes that don't last.

22. The "2 For 1 Release" Strategy

The "purchase my next (no.) product releases and you'll get my next product release for free..." strategy tells your prospects that you will reward them for being a repeat customer. It will work better if you give them a little information about the free product release so it persuades them to invest in the product release before that one. You can tell them how much you will be selling the product for so they know how much money they will be saving.

23. The "Proof Of Income" Strategy

The "here are actual screen shots of some of our customers' earnings..." strategy tells your prospects that people are earning big profits with your money-making opportunity. It could be a way to make money selling at online auctions, with their own business on the Internet, promoting your product as an affiliate, etc.

24. The "Years Of Commissions" Strategy

The "we'll track your commissions for (no.) years..." strategy tells your prospects that even though some people won't buy through your affiliate link right away, they will still earn commission down the road if they choose to later on. It will make people more comfortable promoting your product. They'll realize they will keep earning income from people that

procrastinate or just don't have enough money right now.

25. The "Story Of Pictures" Strategy

The "there are (no.) pictures in this book..." strategy tells your prospects there are visuals inside your information product. Many people like to read and to have pictures with the words so they can better understand the story or information presented. It could be photos, drawings, graphics, charts, illustrations, etc.

26. The "Legal Protection" Strategy

The "(your product's name) is patent pending..." strategy tells your prospects that your product is so good that that you are protecting it. It will increase the perceived value of your product through your customers' eyes. Of course, you should mention copyrights and other legal protection you have for it.

27. The "Extra Entries" Strategy

The "earn one extra entry in our contest for every person you refer..." strategy tells your prospects they will have a higher chance to win your online contest if they help to promote it. You could offer cash or a prize to the winner. After people enter your contest, you could take them to a thank you page with an O.T.O. (one time offer).

28. The "Quotes" Strategy

The "here are some quotes from our customers..." strategy tells your prospects that you aren't giving them some long testimonials that they don't have time to read through. You could ask permission from the customers that gave you the testimonials to just use the most persuasive lines in them.

29. The "I'll Pay For Theirs" Strategy

The "and I'll give you (\$) towards buying our competition's product..." strategy tells your prospects that if they don't like your product, you'll refund their money and give them a little money towards the purchase price of your competition's product. If you're super-confident, you could offer to pay for the full amount of your competition's product. Either way, it's a powerful and little used guarantee.

30. The "Free Or Fee" Strategy

The "plus get free access to a bunch of for sale products..." strategy tells your prospects that you persuaded a bunch of other businesses to donate some of their for sale products as bonuses for your new product. You can tell them that they donated them because they will make money from being a launch partner and getting free publicity or your prospects may

think they are just cheap, older and oversaturated products.

31. The "Update History" Strategy

The "update 1# (date) - We just added (benefit, feature or bonus).
Update 2# (date) - We just added (benefit, feature or bonus), etc..." strategy gives your prospects a list of improvements you've done to your product since the time it was officially released. You could have the whole list right on your sales letter. People will assume that your product will just keep getting better and better if they invest in it now.

32. The "Techno-Phobic" Strategy

The "are you afraid of new technology?..." strategy tells your prospects to question their mental state because they haven't gained their desired benefit yet. This works great if you have a technology type product. You just need to tell them why your product is easy and uncomplicated to use. Remind them that you designed it for newbies and people that don't have a technical background.

33. The "Resell It First" Strategy

The "the first (no.) orders get (resell, master resell, private label, reproduction, branding, etc.)..." strategy tells your prospects that if they hurry up and order, they will also have a way to make money with your

product. Most people would love to start their own business and work for themselves and an already established business owner could add another income stream to their portfolio.

34. The "Bad Boy" Strategy

The "a (bad type of person) (your product's benefit)..." strategy tells your prospects that even a bad person with bad situations can achieve their goals with your product. It could a former drug dealer, convict, alcoholic, pot smoker, bank robber, etc. You could even say that particular person had better results with your product than some professional people, like doctors, lawyers, CEOs, store managers, accountants, etc. Plus those types of characters will grab people's attention.

35. The "Enjoy Life" Strategy

The "focus on what you love..." strategy tells your prospects that your product will solve their problems so they will have time to do the things they enjoy. When people have lingering problems sometimes they get unhappy and depressed. If people have this type of situation they will be highly influenced to buy.

36. The "Movie Ticket" Strategy

The "it's less then the cost of (a type of entertainment)..." strategy tells

your prospects that the price of your product is comparable to a common entertainment event or a night on the town. It could be going to a music concert, seeing a movie, having a few drinks at the bar, going to a dance club, etc.

37. The "Expensive Eyes Only" Strategy

The "only my (\$)k coaching students have access to this..." strategy tells your prospects that you are selling a product or adding a bonus to your main product that was seen by people that have paid you thousands for your live help. It could also be seminar attendees, workshop participants, consulting clients, closed door mastermind participants, boot camp attendees, etc.

38. The "First Day Dilemma" Strategy

The "if you're not happy after the first day, I'll refund your money..." strategy tells your prospects that if they purchase tickets to your live event, their satisfaction is guaranteed. You could also add that you will pay for any or all of the travel-related expenses they acquired. It could be plane tickets, gas, rent a car fees, food, drinks, new luggage, babysitters, days taken off work, etc.

39. The "Click Of A Mouse" Strategy

The "your problems can be solved with one click of the mouse..." strategy tells your prospects literally how simple it will be to get the solutions they are seeking. You could also say thing like: with a push of a button, just click the order button, just by pulling out your credit card, with a few strokes of the keyboard, etc.

40. The "Copy Your Dream" Strategy

The "just close your eyes and imagine your life is perfect..." strategy tells your prospects to create a mental image of their life. They will see the goals they achieved, the problems they solved, etc. It will persuade them to at least purchase your product to come a little closer to that type of lifestyle.

41. The "Worldwide Problem" Strategy

The "I've talked to people that are experiencing the same frustration, even on different continents..." strategy tells your prospects that you have done extensive research all over the world to develop your product. People will like the fact that you created your product based on real life experience rather than just relied on experts that don't have the same problems they do.

42. The "Just Say Yes" Strategy

The "you can benefit just by saying "yes", it's that easy..." strategy tells your prospects all they have to do is agree with your product proposal and they will achieve their goals. You could also say things like: by just saying I'll try it, by just saying I agree, by just saying you're right, by just saying I'll take a chance, etc.

43. The "No More Physicals" Strategy

The "now, only the digital version is available..." strategy tells your prospects there are no more copies left of the physical version of your product. Many people like a physical product better so you may want to lower the price of your digital product. It can also be a reason why you are selling the electronic version for less because there is now shipping, production or handling costs, etc.

44. The "It Still Sells" Strategy

The "here is the reason I'm selling the resell rights..." strategy tells your prospects that you aren't selling the resell rights to your product because it doesn't sell well. Your reasons could be because you are starting a new business so you have the time and energy to devote to a new product or you want to help your loyal subscribers to easily start their own business and experience the freedom you're experiencing.

45. The "Sooner The Better" Strategy

The "just think if you had bought my product (no.) (day, week, month, year) ago, you could have already (your product's benefit)..." strategy tells your prospects if they had acted sooner, they could have already been benefiting. You could remind them that they would be crazy to make the same mistake twice. Tell them it's their second and maybe last chance to benefit.

46. The "Replace It" Strategy

The "this is the world's first replacement for outdated (type of product)..." strategy tells your prospects that your product is a replacement for their older product. You just need to give them some good reasons why they should replace their proven product with your new product. Is it faster, smaller, bigger, more efficient, easier to use, etc

47. The "Snooze And Lose" Strategy

The "soon my product will only be available to my consulting clients..." strategy tells your prospects they could buy your product for a cheaper price or wait and pay your expensive consulting fee to get it. You could also only make your product available as a bonus to your high price products, expensive live seminars or costly live workshops.

48. The "Tag Team" Strategy

The "hear me live with (another expert in your niche)..." strategy tells your prospects that you are hosting a free teleseminar or webcast with another guru in your particular niche. You guys could have an informative conversation or just an interview session. You could present the other guru's product for sale at the end of the broadcast and you could make 50% commission or have the right to promote you own product because the other guru would have promoted the free event too.

49. The "Search For Us" Strategy

The "don't think we know anything, search for (your product's name) in any search engine..." strategy tells your prospects that your product and web site is popular so your product claims must be true. Just make sure many sites link to your web site or your product name is mentioned on tons of sites. Many people won't even do a search because they will assume you wouldn't say to do that if it wasn't true because they could easily prove you wrong.

50. The "Advertising Bonus" Strategy

The "no cost monthly advertisements..." strategy tells your prospects that they can advertise whatever they want on your web site for one month after they make a purchase from your web site. If you have a monthly membership web site, they could get free advertising for every month they stay a paid member. Remind them that this free advertising alone could end up paying for all their purchases or their monthly membership.

Secret Marketing Strategies - Volume #8

1. The "Your Future First" Strategy

The "you'll get first chance to join my affiliate program..." strategy tells your prospects that if they purchase your product, they will get VIP access to promote your new products in the future. People like to promote new products when they first launch before all the big gurus do because they can usually make more commissions with less competition.

2. The "Become Famous" Strategy

The "get free publicity..." strategy tells your prospects that they can place a testimonial on your sales page if they purchase and like your product. You can tell them they are allowed to place their web site address and a brief line of advertising underneath it.

3. The "Sooner Than Expected" Strategy

The "my last sale sold out sooner than expected..." strategy tells your prospects that if they are even a little interested in your product, they had better hurry and buy it now. This sale could be sold out fast, just like your last one. You could give them a little more detailed info about your last sale, like: it was scheduled to run for 7 days but sold out in 3 days, it sold

out in less than 1/4 the time, etc.

4. The "My Affiliates Results" Strategy

The "I had one customer already report that he sold a ton of my products..." strategy tells your prospects that the person bought your product resell rights or joined your affiliate program and made a quick profit. You can even tell them the exact amount this person made, how many days it took them and how they marketed them, etc. Tell them you even posted their success story on your web site too.

5. The "I'll Help You Profit" Strategy

The "I'll promote your affiliate link..." strategy tells your prospects that if they purchase your product and join your affiliate program, you will promote their affiliate link in your regular promotion to your own customers and prospects. It shows you're not against losing profits and you want to help your customers make some extra money.

6. The "Renew The Interest" Strategy

The "new bonuses have been added..." strategy tells your prospects that you have added new bonuses to your product package. It will give them a renewed interest in your product if they weren't interested before. To be fair, you could even allow customers that have already purchased your

product to get the new bonuses for no cost as well. You could create the new bonuses yourself, buy resell rights products or ask other businesses to donate bonuses in exchange for free publicity.

7. The "Quit Wondering" Strategy

The "don't spend another (second, minute, day, month, etc.) wondering how to (your product's benefit)..." strategy tells your prospects if they purchase your product, they can avoid all the wondering and worrying of how they will solve their problem. You should even tell them how fast they will receive their desired benefit once your product is in their hands.

8. The "Survey Sales Letter" Strategy

The "just check out these survey results..." strategy tells your prospects that you have conducted a survey of similar people with similar situations to them. You want your survey to be about a subject or topic that would persuade them to purchase your product. Of course you also want the result to be in your business's or product's favor. You could even place the survey question and the results directly on your sale letter.

9. The "Set And Forget" Strategy

The "just set and forget it..." strategy tells your prospects that once they set up your product to seek their desired benefits, they can forget about it

and it will work automatically on its own. You could say things like: plug it in and go about your business, just install it and enjoy the things you love, etc.

10. The "Hard To Value" Strategy

The "it's hard to price this product because it's so valuable..." strategy tells your prospects that your product is worth a lot, either in terms of making money or the benefits it provides. You could compare the value of it to things or people in their life and environment so they can have a clear picture of what you're saying, like: what is your (car, house, friend, pet, local fire department, etc.) worth to you? They will assume it's hard to put a price tag on anything and it will be easier for them to accept your final asking price.

11. The "Blog Reviews" Strategy

The "check out the product reviews below..." strategy tells your prospects that you have a blog type section under your sales letter where they can read product reviews from your current customers. You could allow people to rate your product with numbers or symbols, leave testimonials with pics, write their success story, etc.

12. The "It's Overwhelming" Strategy

The "it seems like an impossible, overwhelming task, doesn't it..." strategy tells your prospects to think about every little thing they will have to do in order to gain their desired benefit by themselves. You could even list each and every step they will have to take to reach their goals. Of course, you can then tell them how your product will eliminate most or all of those burdens. They will definitely see the value in it.

13. The "Weekly Success" Strategy

The "each week I'll send you new customer success stories..." strategy tells your prospects that you'll keep them updated on the great results your customers are getting from using your product. This may eventually persuade them to buy over time. The more people they hear about having great results, the more they will be influenced to purchase your product.

14. The "It's Like A Vacation" Strategy

The "my product is like a lifetime vacation from your problem..." strategy tells your prospects that you are comparing your product to a relaxing getaway or resort. When people have problems, they're worried and stressed and that's one of the main reasons people take vacations. Your prospects might actually visualize their problems being eliminated in their mind. It will persuade their conscious mind to purchase your product.

15. The "Don't Regret It Later" Strategy

The "don't say 'would have, could have, should have' (months, years) from now..." strategy tells your prospects not to make the mistake of regretting that they didn't purchase your product. They will actually think about a time in the past when they didn't buy a product and regretted it. Almost everyone sometime has kicked themselves for not investing in a certain product sooner.

16. The "Why Invest More?" Strategy

The "franchises are a more expensive investment..." strategy tells your prospects that you are comparing offline businesses to your affiliate program or resell rights product. You could mention they are: zero or low cost, have no or low maintenance, little or no inventory, no employees, no cold calling, little or no risk, no royalty payments, no rent, etc.

17. The "Expert Credentials" Strategy

The "every expert in our (type of information product) has (type of accomplishment)..." strategy tells your prospects that all the gurus in your product are proven successes. It could be that they all made over so much money, won some kind of award, went through some kind of schooling, helped so many people, etc.

18. The "Taking A Dare" Strategy

The "they dared me to let you have it at no cost for (no.) days..." strategy tells your prospects that you proved some people wrong and they won't have to give you any upfront money to use your product. People will realize they have absolutely no risk with your 'try before you buy' offer, plus they will be interested about who challenged you to market such an offer. You can reveal that story to them in your ad or in your product package (so they have to buy to find out).

19. The "Certificate Showoff" Strategy

The "Bonus: An Official (topic) Certification Certificate ..." strategy tells your prospects they will get a certificate upon completion of gaining their desired benefit with your product. You can tell them they can hang it on their wall to show off to their friends, co-workers or customers, use it to help get a job (depending what it's for), etc.

20. The "Choose Your Words" Strategy

The "if you want to read this letter in a different language, please choose one..." strategy tells your prospects they have the option of reading your offer in any language they like. Your prospects might be more persuaded to purchase your product in a language they enjoy reading or are more familiar with. They may understand it better and it will be a more pleasant experience for them.

21. The "It's Like, After This" Strategy

The "it's like having velvet sheets after always having polyester sheets..." strategy tells your prospects they will see a big difference in the benefits/features by owning your product and doing away with their normal product. By using a (metaphor, simile, etc.), it will compare your product in an easy to understand way.

22. The "Constant Improvement" Strategy

The "new enhancements are always being added and tested as you read this..." strategy tells your prospects that your products will only get better the longer they own it. You can mention that you will give them free upgrades and add-on products for the life of the product. Also, depending on the type of product, you can send a technician or special assistant out to their home/business to properly install everything for them at no cost.

23. The "If You're A, You'll" Strategy

The "if you're a (type of person or profession) you'll (benefit), if you're a (type of person or profession) you'll (benefit), etc ..." strategy tells your prospects what benefits and features they will get based on their lifestyle. It could be based on their type of job, their type of attitude, their emotional status, etc. It will target all the different types of people that will purchase your product on one sales page.

24. The "Not A Dime" Strategy

The "you won't make a dime with your business unless..." strategy tells your business prospects the things they need to make money with their business. Of course you need to present how your product can help them make money. You could mention things like: it will increase their traffic, get them new promotional ideas, increase their conversion ratio, etc.

25. The "I'll Pay You" Strategy

The "I'll pay for your next (no.) product purchases..." strategy tells your prospects that some of your next product launches are on you (or the house) for purchasing your current product or someone else's product through your affiliate link. "I'll pay for" sounds more persuasive than using free, no cost, for zero, I'll give them to you, etc.

26. The "No More Questions" Strategy

The "my (a family member or friend) hasn't asked me this question since I used this product for myself..." strategy tells your prospects they can avoid being questioned by their friends, work colleagues or family members as to why they haven't improved a specific area of their life yet. For example, Why are you still renting? Why haven't you got in shape yet? etc.

27. The "Can I Help?" Strategy

The "do you think that a person that has (a specific accomplishment) can help you?..." strategy tells your prospects that you have the experience or knowledge to help them reach their goals. Instead of a direct statement of what you've achieved, you're making them say yes and agreeing with you. Now it will be easy to convince them to try out your product.

28. The "Individual Attention" Strategy

The "we are limiting the number of people that can attend this event..." strategy tells your prospects that people that purchase a ticket will get more individual attention. You can tell them that once you reach your magic number of attendees, you will close the doors even if they are the very next person that tries to order. By keeping the numbers a secret, they won't know for sure how close you are to selling out the event and they may not want to wait around to order.

29. The "Team Of Experts" Strategy

The "I've assembled a group of first class (niche) experts to help you..." strategy tells your prospects that not just one expert will help them reach their goal but many will. You could divide up your price by the number of experts that are included in contributing to your product so it seems like a cheaper price. For example, That only amounts to \$30 per expert! It's way less money than just one of these experts usually make!

30. The "What Is Important?" Strategy

The "what do you think is most important about (topic)? Check the ones that apply..." strategy tells your prospects to select all the things that matter to them about gaining their desire benefit. It also makes them physically and mentally committed to your offer. Even after they are, you could say, 'It's not really any of them - here's what's important and why.' Of course, your product needs to be represented as the thing that will give them all the important issues.

31. The "Picture This" Strategy

The "see a picture of my (you benefiting in some way from your product)..." strategy tells your prospects the picture or graphic says it all. You could even use it like a headline and just have a sub-heading under it. It could say something like, 'A beneficial picture is worth a 1000 persuasive words.' I made some of that up but you get the point. You could even tell them below the picture you'll show them how to get a picture or screenshot just like it for themselves.

32. The "Donate After Purchase" Strategy

The "contribute your own bonus for free publicity..." strategy tells your prospects that if they purchase your product, you'll allow them to donate a bonus gift to your product package. You can tell them they will get free advertising and they can allow people to go to their web site.

33. The "Stuck Up" Strategy

The "did you know I'm (your products benefit) than you, see I'm just more (a positive quality)..." strategy tells your prospects that you are a little rude, stuck up and a brat but you've likely got their attention because most businesses don't present themselves that way. You can follow up by saying something like: 'You may not like me but you should like my product because it will help you achieve those same results.'

34. The "Certification Card" Strategy

The "you'll never have to survive without our certified advice..." strategy tells your prospects that they will always have a certified person to help them with any product questions they have. When your phone or e-mail support people are certified experts that usually means you personally trained them and it makes people think they will always have an expert by their side.

35. The "Lost In The Mail" Strategy

The "don't take a risk of it being lost in the mail..." strategy tells your prospects that they can receive your product via e-mail or by downloading it. This type of statement shows them how much better a digital product can be and this especially helps persuade newbie computer users who are

sometimes leery of purchasing a digital product. You can also mention that your download files have been virus checked with the specific virus software you use.

36. The "Work With Me" Strategy

The "have a chance to work directly with me..." strategy tells your prospects that they can actually be chosen as one of your apprentices on some of your next couple of product launches if they purchase your product. You can say they can apply at your thank you page. You just need to list all the details of the work you will outsource to them: how you will train them, how many hours a day they need to have free, how much they could potentially make, etc. You can tell them that only paid customers will get this opportunity because you want to know if they are serious and you want them to be familiar with your products.

37. The "Older Is Better" Strategy

The "you will get a time-tested way to (your product's benefit)..." strategy tells your prospects that your product is based on classic, proven strategies to help them reach their ultimate goal. You could also use words like: oldest, treasured, old-fashioned, etc. Many people think that the old ways of doing things work better.

38. The "Use Of Force" Strategy

The "we forcefully made them spill their guts..." strategy tells your prospects that you made some experts give you some information against their will that will help them improve their life. It could now be in the form of an e-book, audio or video. You could use sayings like: we locked them in a room, held a gun to their heads, bribed them, blackmailed them, tortured them, tied them up, hung them from the ceiling, forcefully interrogated them, etc. All those types of saying would grab your prospects' attention because (some are illegal actions of course) they are rarely used when trying to sell a product. Of course you need tell them that no-one was really hurt or harmed and your ad was presented figuratively.

39. The "They All Made Mistakes" Strategy

The "you will learn from their mistakes and disasters..." strategy tells your prospects that you got a bunch of experts together and asked them about the big mistakes they made while trying to reach their goals. This would work well if it's an information product. People are very interested in other people's failures for two reasons - they don't want it to happen to them and it will make them feel better and braver knowing they reached their goal, even though they made some mistakes.

40. The "Helped Them All" Strategy

The "this web site has helped (no.) (your product's benefit)..." strategy tells your prospects that they could be one of those people if they purchase your product. Tell them to imagine what they could be doing

right if they were already one of those people. Tell them you know one thing for sure - they wouldn't be reading this ad right now. It could also be the number of people who visited your web site and read your helpful content.

41. The "Pay Attention" Strategy

The "when you click over to our web site pay close attention to..." strategy tells your prospects in your ad that you want them to really concentrate on a certain part of your sales letter. It needs to be a section that has one of the strongest buying motivators on your page. It could be pay close attention to my headline, guarantee, bonus #2, the first three lines of text, the second testimonial, etc.

42. The "Under The Sun" Strategy

The "have you tried everything under the sun and it didn't work..." strategy tells your prospects that your product is different and it really works. Sometimes it's hard to persuade people that have tried everything to gain their desired benefit because they are broke or very frustrated people. Your goal will be to remove all their risk and change their frustration to hope. A special guarantee or 'try before you buy' will work and a lot of product proof, like testimonials.

43. The "In Your Shoes" Strategy

The "I know what it's like to be in your shoes and so do a lot of others..." strategy tells your prospects that you and many others have had the same problems: ridicule, obstacles, failures, mistakes in their life and yet they still improved their life. That will eliminate the people that always think negatively about gaining their desired benefit and make excuses about having too many hardships.

44. The "Specific Investment" Strategy

The "it's really just an investment..." strategy tells your prospects to think about the cost of your product as an investment. You could be more specific though, like saying they are investing in a specific benefit, a specific feature, better quality, their own life, their family's life, lifetime service, etc.

45. The "Experts Aren't Wrong" Strategy

The "more than (no.) top experts have endorsed this product..." strategy tells your prospects that a large number of experts can't be wrong about your product. You can tell them that the experts have even become your affiliates and promoted it, which they rarely do. If true, you can even say some experts didn't even want any commission for the promotion because they think it's that good. Also list some of the top experts' names that your target audience would recognize.

46. The "Product Goals" Strategy

The "I had (no.) goals when developing this product..." strategy tells your prospects the exact goals you wanted this product to achieve for your customers. You want the goals to persuade people to buy your product. It could be to make your product: affordable, dependable, easy to understand, durable, quick, etc.

47. The "Expensive Education" Strategy

The "it's like getting a college degree for pennies on the dollar..." strategy tells your prospects that you are comparing your product to an expensive education. This would work great with information type products. You could tell them that even the people that have real college degrees don't always get to benefit from them. Your prospects won't have the risk like people that graduated from college do to gain their desired benefit.

48. The "Low Paying Jobs" Strategy

The "how an ex-(low paying job) made (\$)..." strategy tells your prospects that even a person that has a low paying job can start their own business with your product and succeed. Some well-known low paying jobs (though not in all instances) are waitresses, grill cooks, busboys, gas station attendants, store cashiers, etc.

49. The "I'm Not A Guru" Strategy

The "I'm not a guru..." strategy tells your prospects that you are not an expert and don't claim to be one. People are usually more comfortable around people who aren't gurus because they don't feel less than them. You can tell them you weren't talented but you just learned everything you could and worked hard to grow your business. You could tell them you were miserable until you created a product that could help you and others like you. People buy from people who they can relate too.

50. The "I've Been Naughty" Strategy

The "I've been a naughty (boy/girl)..." strategy tells your prospects that you did something bad and may grab their attention if their mind is in the gutter. You can tell them you've been quietly and secretly using a product to gain a benefit that they would want. Tell them you wanted to keep it under wraps so that your competition wouldn't find out about it right away. You can tell them that you are finally going to release it to the general public on a certain date and they will have the first chance to find out about your little secret.

Secret Marketing Strategies - Volume #9

1. The "Physical Rights" Strategy

The "Bonus: resell rights to the physical version of this Product..." strategy

tells your prospects that if they buy the digital version of your product they will get the resell rights to the physical version. You could tell them they can sell the physical version for more because it has a higher perceived value.

2. The "Dictionary" Strategy

The "see the definition of (a persuasive word)..." strategy gives your prospects a clear description of a powerful word or two in your sales letter. Sometime by just reading a definition of a "word that sells" will persuade them to buy. It will have more meaning than just highlighting it or making the word bold.

3. The "Guess Who?" Strategy

The "we have a mystery expert..." strategy tells your prospects that you're not revealing a guru's name that is somehow related to your product or presentation. They may have contributed to your product, endorsed your product or helped present (a teleseminar guest) your product. You could use 2 to 3 blanks for their name _____ and then list all their credentials. People will be curious about who the person could be. If they are really famous, you could tell your prospects that they likely have heard of them. If this expert is new on the scene, you could tell them that he/she is brand new to the (your niche) world or they work behind the scenes.

4. The "Jason Lives" Strategy

The "despite what you may have heard, (something related to your product) is not dead..." strategy tells your prospects that your product is still alive and kicking and they have been just hearing untrue rumors. You just need to dispel the gossip and give them proof why a lot of people are wrong about it.

5. The "Birthday Reminder" Strategy

The "get your (a friend, a family member, a colleague, etc.) a gift for (a holiday or birthday)..." strategy tells your prospects to be giving on the particular holiday. You can tell them to reflect back to a time when they bought and gave a gift to someone they cared about and tell them to remember how good it felt.

6. The "How Did You Feel?" Strategy

The "have you ever missed (a big sale, a valuable opportunity, etc.)?..." strategy tells your prospects to actually mentally answer the question and think back in time. They will likely feel it felt bad and how it affected their life negatively. Now, when you present your special product offer, they will think twice about passing it up.

7. The "Perfect Timing" Strategy

The "(a year, a month, a day or a full date) is the best time to (your product's benefit)..." strategy tells your prospects to read more and see why it's the perfect time to gain their desired benefit. It could be because you're having a sale right now, you just released a new and improved version of your product, your offer of a free trial, you're offering an easy payment plan, etc.

8. The "Don't Be Scared" Strategy

The "stop being afraid and live the kind of life you deserve..." strategy tells your prospects that fear is holding them back from improving their life, solving their problems and reaching their goals. You can tell them it's natural to be afraid of failing but not to let that stop them. You can tell them even you were scared at first but taking that risk really paid off.

9. The "Automatic Transmission" Strategy

The "it's time you put your (a subject related to your product) on autopilot..." strategy tells your prospects they need to quit trying to gain their desired benefit manually. You can tell them that it's hard work, takes up more of their free time or more expensive in the long run. You could use phrases like: it will work by itself, never mess with it again, etc.

10. The "Reverse Psychological" Strategy

The "if you want to buy this product because it (your product's benefits/features), don't..." strategy tells your prospects one of your benefits but with a little dose of child psychology. It gives you a chance to repeat one of your stronger product benefits and makes them want to buy it because you told them not too. People don't like to be told what they can and cannot do.

11. The "Freebies Aren't Junk" Strategy

The "my free (type of product) will (the freebie's benefit) or I will give you a \$ (reward)..." strategy tells your prospects that your free product will help them and if not, they will get something else too. You could allow them to give away the freebie so more people will see your product ad inside the free product.

12. The "Click It Again" Strategy

The "if it doesn't work, please click on the order button again..." strategy tells your prospects that you are experiencing an extremely high amount of traffic and it might take a little extra time or more steps to order. You can tell them just to be patient. They will assume tons of people want your product and they won't want to miss out either.

13. The "Take One Path" Strategy

The "are you confused?..." strategy tells your prospects that the reason they may not have improved their life yet is because all your competition keep confusing them with tons of different ways or choices of how to gain their desired benefit. You could tell them your product will give them one simple plan to follow without all the indecisiveness.

14. The "Remember The Special" Strategy

The "remember, there is a special offer on my thank you page...." strategy tells your prospects to be on the lookout for the upsell offer after they order. You could give them a hint about your upsell offer so it sparks a lot of interest and anticipation. It will be one of the first things they look for after they order.

15. The "I'll Do It Tomorrow" Strategy

The "to be (a positive emotion) tomorrow, take action today ..." strategy tells your prospects that if they purchase your product today they will feel better tomorrow. Some positive emotions you could use are: happy, excited, relaxed, relieved, pain-free, etc. Most people buy products to change their emotions and feelings.

16. The "One Won't Do It" Strategy

The "quit searching for that one product you think will solve everything..." strategy tells your prospects that no one product will totally give them their desired benefit. You can tell them a persuasive reason why and that you offer a combination of products so they will fully benefit. You can compare your product package to your competition's inflexible, single product.

17. The "Never Pay Again" Strategy

The "never pay for (type of product) again..." strategy tells your prospects that they won't ever have to spend money on something they purchase regularly. You can tell them that for a one-time purchase or one monthly membership fee you will provide them with a constant, never-ending supply of products.

18. The "It Always Works" Strategy

The "this hasn't failed since it was invented..." strategy tells your prospects that your product is based on another product that has been proven to work ever since it was created. You could say that you just added a new twist to it for the changing times. You could also talk about the system, formula, plan, method, recipe or blueprint on how to gain their desired benefit.

19. The "Buy Just One More" Strategy

The "for it to work we require you to buy (another business product)..." strategy tells your prospects that they won't gain their desired benefit from your product unless they own another product that helps it to work properly. To lessen their extra investment, you could set up a deal with the other business to give your personal customers a discount. The business owner will likely be open to it because he can make more money in the future from new customers he didn't have before.

20. The "Lucky Order Button" Strategy

The "if the order button doesn't work then we've reached our sales goal..." strategy tells your prospects that you are only selling a certain number of products. They will be curious to see if your order button does work. If it works for them, they will feel like they are one of the lucky few, even if they aren't that interested in your product. Clicking onto your order page will seem like scratching off a lottery ticket and may be enough action to get them in a buying mood.

21. The "Know Everything Yet?" Strategy

The "you'll learn something new, I'll guarantee it..." strategy tells your prospects that if they don't learn anything new and beneficial from your information product, you'll refund their money. Most of the people that buy your information product have likely bought many items on the same subject in the past. Sometimes people think that they have run out of new things to learn. Your special guarantee will eliminate their buying

defenses.

22. The "Real Time Contest" Strategy

The "check out the current standing on the J.V. contest..." strategy tells your prospects J.V. partners and/or affiliates who are currently making the most affiliate sales and what they will win if they stay at the same position (1st, 2nd, 3rd, etc.). To get the other lower position affiliates working harder, you can tell them that the first place J.V. partner is gloating or making fun of them.

23. The "Countdown Till Liftoff" Strategy

The "5, 4, 3, 2, 1, blast off..." strategy tells your prospects that you are adding a countdown to your product launch. It could be a countdown clock on your pre-launch web site or sending them a series of e-mails like, 24 hours till launch, 12 hours till launch, 1 hour till launch, etc. You could use phrases like: tick tock tick tock, the clock is ticking, the clock is counting down, it's getting closer by the minute, etc.

24. The "Good Old Days" Strategy

The "do you remember the good old days when..." strategy tells your prospects that it was easier and/or cheaper to get their desired benefits in the past. It could be because of new technology, people wanting higher

wages, more taxes, etc. You can tell them you designed your product to give them yesterday's benefits with yesterday's prices or today's benefits with yesterday's prices.

25. The "Complete Overhaul" Strategy

The "we just didn't make a few changes, we reconstructed/redesigned it..." strategy tells your prospects that you did a complete overhaul on your product to make it better. It will make the people that already bought it to buy your new version. People sometimes don't buy again just to get a few extra benefits/features, they want it to be almost like a brand new product to invest again.

26. The "It Doesn't Work Anymore" Strategy

The "(no.)% of what you've learned isn't effective anymore..." strategy tells your prospects that they will have to purchase your product if they want to learn new, effective strategies to gain their desired benefit. The higher the percentage, the more they will be influenced to buy. It could also be learning new tips, methods, formulas, tricks, etc.

27. The "Leave Now" Strategy

The "if you are (a list of negative types of people or attitudes) then leave now..." strategy tells your prospects that if they are one of those types of

people, you don't want them purchasing your product. You can tell them you want customers that take action, don't complain, listen to what you say, follow your instructions, etc.

28. The "Resell It Bribe" Strategy

The "plus, learn how to get the (resell, master resell or private label rights)..." strategy tells your prospects that if they purchase your product, they will also have a chance to purchase the resell rights to it on the thank you page. They may just buy your product even if they aren't interested in it so they can sell it to their own prospects. You could also tell them that there are a limited number of resell licenses available. You could also sell a limited number of resell rights first and then sell the master resell rights then finally the private label rights. It will keep your offer fresh too.

29. The "Stats Say It Sells" Strategy

The "check out my product's sales stats..." strategy tells your prospects to see the proof as to why they should purchase the resell rights to your product. You can tell them it's always converted between a certain percent and as high as a certain percent, it's made a best sellers list, it's regularly ranked high at merchant sites, how many in total have been sold, how many testimonials it has, how few refunds you've had, etc.

30. The "Help My Friend" Strategy

The "please help my (student, apprentice, pupil, good friend, etc.) become a success..." strategy tells your prospects that you helped one of your students create their own product and it's their first one. You can tell them that you helped them for free. You could give them a persuasive reason why you help them for free, like: they need to pay medical bills, student loans, help one of their family members, etc. Even if you don't earn any commission from their product sales and they become a success, you can J.V. with them in the future. It's like you are planting seeds that will eventually grow into something bigger.

31. The "This Year's Hit" Strategy

The "it could be this year's (a name of one of the most popular products from last year in your niche)..." strategy tells your prospects that your product could be as good as one of last year's most popular bestsellers from another business or yours. If most of your prospects bought that product and liked it, they will be highly influenced to buy yours too.

32. The "Solve The Riddle" Strategy

The "what's green and grows and doesn't need sunlight or water?..." strategy tells your prospects that you are asking them to solve a riddle. This kind of headline will surely grab their attention because most businesses don't joke around enough. You want the answer to the riddle to be something related to your product and that may persuade them to buy. The answer to the above riddle is...A Money Tree.

33. The "Theirs Sold Out" Strategy

The "I have seen similar offers sell out in as little as (no.) (minutes, hours, days, weeks, etc.)..." strategy tells your prospects that your product offer is like other well-known offers in your niche that your customers would recognize that have sold out quickly. They will put two and two together and be less hesitant to procrastinate about purchasing your product.

34. The "Reality Stats" Strategy

The "it's updated in real time..." strategy tells your prospects that something related to your product shows live stats. Most people like reality T.V. and reality stats can be just as good to persuade people to purchase your product or make them take some other action. It could be real time stats about how many people have bought your product, the current results of your affiliate contest, how many people are currently visiting your web site, how many products you have left, your affiliates' visitors to sales results, etc.

35. The "You Get It All" Strategy

The "even during the trial period..." strategy tells your prospects that even though they are on a trial period until they decide to purchase your product, they will have all the benefits, features and add-ons. Many businesses will limit things during their customers' trial period just to give them a taste of their product. Sometimes that isn't enough. You could tell

them they'll get your full working product, full customer service, all the bonuses, expert advice, etc.

36. The "Prove Me Wrong" Strategy

The "my (\$) challenge to you..." strategy tells your prospects that they can actually make money investing in your product if they can prove you wrong. You can dare them to find another similar product that has an even lower percentage of the benefits or features that your product offers or you'll give them a check for a certain amount. The check could be a little over what they paid for your product. So it's like they are getting a refund and making a little extra money at the same time too. You better be sure about your product and do some research though or you could stand to lose a lot of money.

37. The "To My Knowledge" Strategy

The "to my knowledge, no other business has ever offered..." strategy tells your prospects that you're almost positive that no other business in your niche has ever given the same offer or product benefit as you. It's a huge world and Internet marketplace so you can never be absolutely sure. It could be that you offer an incontestable guarantee, a larger amount of bonuses, a bigger amount of testimonials, a price as low as yours, etc.

38. The "Disturbing Pictures" Strategy

The "warning: this web site may contain pictures that are disturbing to some people..." strategy tells your prospects the only way they can figure out if they are the "some people" is to view them. They will have to decide for themselves. You want the pictures, graphics, artwork, videos or screenshots to be something that will convince them to order. Some persuasive but disturbing visuals could be medical/health-related before and after pictures, what you used to make and what you make now, you smashing up your competition's product, the result of a mistake you made, etc.

39. The "Urgent Action Bonus" Strategy

The "check out your fast action bonus below..." strategy tells your prospects that if they order quick enough, they will get an extra bonus on top of your other bonuses. You could also give them a short, salivating hint about what the bonus will be about too. It will make it more enticing for them to scroll down your page and see all the details about it. That one urgency-creating bonus alone could be the difference between a sale and no thanks.

40. The "Shareware Tip" Strategy

The "this is a shareware tip, tell others about it below..." strategy tells your prospects that they could use your refer-some-friends form to refer other people they know who would be interested in the tip to your web site. But instead of just having them come to a normal web site, you could include the tip and referral system right at the top, in the middle or at the

end of your sales letter. Just have the tip relate to your product and sales letter offer.

41. The "Unknown Expert" Strategy

The "the behind the scenes experts finally tell all..." strategy tells your prospects that your product is based on some experts in your particular niche they probably never heard of before that have quietly been gaining the desired benefits they want and these people will finally tell them how they do it their own way. You can tell your prospects that these closely guarded people of mystery have wanted to do things like: remain in the shadows, remain out of the public's eye, stay hidden deep underground, stay out of the spotlight, keep their secrets to themselves, etc. until now.

42. The "Used But Expensive" Strategy

The "one lucky person will win my (a high ticket item that you already own)..." strategy tells your prospects that they could win a used but expensive item that's in your own personal possession. It could be one of your cars, a stereo system, a big screen TV, a house, a piece of land, one of your computers, a piece of furniture, a painting, etc.

43. The "Silent Testers" Strategy

The "(no.) lucky people have been quietly (your product's benefit)..."

strategy tells your prospects that you have had a limited number of beta testers or personal contacts that have been using your product to gain the desired benefit they want. You can tell them that since a certain date only so many people have had access to it for testing. You can tell them it's the first time it has been publicly released and only so many are available.

44. The "Personal Envy" Strategy

The "are you tired of seeing everyone else (your product's benefit)..." strategy tells your prospects that they should be jealous or envious of others who are getting the benefits they want. Those emotions and feelings are very strong buying motivators. You can even intensify those feeling by including the question: are you tired of your friends, family members or colleagues benefiting and not you? It makes your product offer a little more personal and hits home in a big way.

45. The "Think Of This?" Strategy

The "after seeing this you will be thinking, why didn't I think of that?..." strategy tells your prospects that your product is so inventive, valuable and simple that it might be something they could have profited from. People will be persuaded to see what your product is about because most of them enjoy those "ah ha" moments in their life. You could tell them they can still benefit from your idea by either purchasing the product or joining your affiliate program and making commissions.

46. The "Timeless Collection" Strategy

The "I spent the last (no.) (months/year) buying these products..." strategy tells your prospects that they won't have to spend all the time and money ordering all these products to benefit. They will see that you've combined them all in one package for one low price. Most likely they would have to be resell type products so you could resell them and package them together (if the license says you can). It's simple and you are saving them time, money and many hours of research.

47. The "Your Last Purchase" Strategy

The "it's the last purchase I'll bet you'll make..." strategy tells your prospects that your product has everything covered to give them every desired benefit related to your own product niche or market. People like to purchase products that give them all the major benefits they seek and all the minor benefits that don't come with all your competition's products.

48. The "Price Hold" Strategy

The "I'm holding this price for you until (date)..." strategy tells your prospects that you care about their budget but you do have to make bigger profits if you want to stay in business. You can even mention your accountant or financial advisor are really hounding you about making the cut-off date discount sooner. People will assume it's your accountant who is money-hungry but that you only care about their financial situation.

49. The "Focus On This" Strategy

The "I really need to bold this next statement..." strategy tells your prospects that you are emphasizing a small piece of your sales letter before they actually read it. It will put their focus on the next thing you will present. Just make sure it's a strong statement that makes their mouth water for your product. It could also mean that you are going to highlight the next line, underline the next line, put the next line in quotations, put the next line all in caps, etc.

50. The "Pay More, Pay Less" Strategy

The "order all of them for a (high price) or order just 1 of them for (lower price)..." strategy tells your prospects that they could save money (but not much) just ordering one of the products from your related product package. It could be enough to persuade them to order the whole package of products that you offer for a little more money. This equals a little extra profit for you.

Secret Marketing Strategies - Volume #10

1. The "That's Not All" Strategy

The "I didn't want to make this sales page (no.) pages long..." strategy

tells your prospects that your product has even more benefits and features than what is listed on your sales letter. It will leave them very interested to find out what you may have left out. It creates a mystery which they will want to solve.

2. The "Written In Blood" Strategy

The "it's written in blood..." strategy tells your prospects that your product claims are absolute fact. It's commonly known that anything "written in blood" is considered to be the absolute truth. Even if you don't have a whole ton of proof, it will still be powerful because the saying has been branded for years and years.

3. The "Blue Moon" Strategy

The "once in a blue moon..." strategy tells your prospects that buying your product is their only opportunity to avoid their current negative feelings. People won't pass up their only chance to improve their life and reach their goals. They will realize they may only live once and may have to wait a long period of time until something as good as your offer comes along again.

4. The "Just One" Strategy

The "no extra products needed..." strategy tells your prospects that you

have included all the extra equipment or products they may need in order to use your main product. People don't like to go to a ton of different stores or web sites in order to gain their desired benefit from just one single product.

5. The "Empty-Handed" Strategy

The "wait don't leave without..." strategy tells your prospects not to go away empty-handed. You can remind them they can get one of your freebies that might allow you to sell them something in the future. You could ask them to sdownload your free e-book, read your blog, etc.

6. The "Ahhh Moment" Strategy

The "you can't fail..." strategy tells your prospects that if they purchase your product, they will definitely reach their desired goal. You need to give them a detailed reason why they can't fail. You want them to go, 'Ahhh! I see you are absolutely correct.' You don't want them to think, 'Yes, but what if this happens.'

7. The "It Works Naturally" Strategy

The "no artificial ingredients..." strategy tells your prospects that your product is made with 100% natural materials. It's very rare these days to find all natural products. People consider anything that is rare to be more

valuable. If you can claim your product is all natural, it will skyrocket its perceived value and you can charge a higher price.

8. The "Bankrupt" Strategy

The "you won't have to go into deep debt over this..." strategy tells your prospects that they will be able to afford your product. Many people don't want to buy products that could lead them to bankruptcy or get them into financial strife. They will want to be able to afford the other things in life they enjoy.

9. The "Don't Be Jealous" Strategy

The "don't get left in the dust..." strategy tells your prospects that they may get left behind in their business/career life or in their personal position. Many people get jealous when others have more money, a better job, drive a nicer car, live in a bigger house, look better, have the latest product, etc.

10. The "Fantasy Or Reality" Strategy

The "you're living in a fantasy world..." strategy tells your prospects that they shouldn't pretend that everything is great in their life or that their problems will get better on their own. Tell them they need to make a conscious change in their life and your product will help them by making it

easier for them to do so. Remind them that things will only get worse if they keep ignoring reality.

11. The "Tons Of Resources" Strategy

The "you'll also get a helpful directory..." strategy tells your prospects that one of your bonuses will give them more resources to help gain their desired benefit. It could be a directory of web site links, free blogs, discussion forums , product suppliers, store locations, etc.

12. The "No Extra Work" Strategy

The "no assembly needed..." strategy tells your prospects that they won't have to build your product first before they improve their life. People like to save time, energy, frustrations, headaches, etc., all the things that can be affected when you put something new together. If you can't afford to assemble it for them for free, you can always charge for it and make extra profits.

13. The "Oldie But Goodie" Strategy

The "it's an oldie but goodie..." strategy tells your prospects that your product is a valuable antique. If the product is old, rare and there aren't

many of them around any more, the greater the demand will be for it. People will even pay even more for it if it has some kind of historic value or a serial number on it.

14. The "Unmarked Box" Strategy

The "no one will know what you ordered..." strategy tells your prospects that you will ship them their product in a plain wrapper. People sometimes purchase certain products that they want to keep private and don't want others to know about. It could be personal items or presents for other people.

15. The "Direct Shipment" Strategy

The "we will ship it directly to them..." strategy tells your prospects that if they order a gift for someone, you'll ship it directly to their address without them ever having to do it. It saves people time and a trip to the post office. You could even wrap it for them for free or a fee. If the product takes batteries, you put them in the package too.

16. The "Dropship It" Strategy

The "we will dropship it for you..." strategy tells your prospects that if they sell your product, all they will have to do is advertise it and collect the money. They'll just have to pay you for the wholesale product and tell you

where to ship it. You'll get more people selling your product for you if they only pay you when they get an order instead of investing in a bunch of your products upfront and shipping it themselves.

17. The "Instant Reward" Strategy

The "get instant access to the bonuses..." strategy tells your prospects that they may not get instant access to your main product (because it has to be shipped) but they can have access to the bonuses. It will give them an instant reward for ordering your physical product instead of just paying and leaving the web site empty-handed. Some good ideas for digital products are related e-books, software, e-reports, etc.

18. The "Join A Cult" Strategy

The "jump on the bandwagon..." strategy tells your prospects that your product is very popular right now. You can tell people they should do what everyone else is doing - buying and benefiting from it. You could use phrases like: it's the latest craze, have you heard the buzz, it's becoming like a religion, etc.

19. The "Be Different" Strategy

The "don't be like most people..." strategy tells your prospects that your product will make them unique. It could be that they will experience a

different product benefit, have a rare product feature, pay a lesser price, etc. You will need to separate your products from the norm and make your prospects feel like they are one of the lucky few.

20. The "Divide The Profits" Strategy

The "I'm dividing up (no.)% of the sales between my top (no.) producing affiliates for the first (no.) week(s)/month(s)..." strategy tells your prospects that if they join your affiliate program, they could make even more commissions if they are one of your top selling affiliates. They will realize that the more products they sell in the particular time frame the more bonus money/prizes they will get. You could give the top affiliates other perks like advertising their product, the first chance to promote your next product before you or anyone else does, etc.

21. The "Error Proof" Strategy

The "I promise, you won't screw up..." strategy tells your prospects that they won't make an error trying to improve their situation with your product. Many people in the past haven't received a benefit from a product because they made mistakes using it, putting it together, not reading the instructions properly, etc.

22. The "Design It Yourself" Strategy

The "design it yourself..." strategy tells your prospects that they can personally choose how they want their product to look or work before it's delivered to them. It's like offering a made-to-order product (just compare it to ordering a pizza). You could allow them to pick the colors, width, height, weight, speed, add-on products, ingredients, topping, etc.

23. The "Ongoing Benefits" Strategy

The "make reoccurring income..." strategy tells your prospects that your product is sold on a monthly, quarterly or yearly basis and they can earn income selling it to others. Many people prefer that to making one-time sales. It could be a network marketing program, a 2-tier affiliate program, a magazine subscription, a product of the month club, a subscription web site, etc.

24. The "It's Perfect" Strategy

The "it's in perfect condition..." strategy tells your prospects that your antique or auction product is in mint condition, even though it's been used, is old or out of the package. You could even show pictures of it at every angle or in a video for indubitable proof. Plus, you could tell them the history of the product, like: how many people have owned it, where it's been stored, how it's been taken care of, etc.

25. The "Intelligent Choice" Strategy

The "it's the logical choice..." strategy tells your prospects they should focus on the proven facts on your sales letter and not let their feelings get involved. You should only use this if more than 90% of your ad is packed with proof and facts. It's tough to sell logic over emotion unless you have a lot of ammunition.

26. The "Tested Safe" Strategy

The "it's safe around kids..." strategy tells your prospects that your product is kid-proof. Parents buy from businesses that design their products to help protect their children. It could be child safe caps, automatic shut-offs, warning lights or buzzers, outlet covers, cabinet locks, doorknob covers, etc.

27. The "A Step Ahead" Strategy

The "be a level above the rest..." strategy tells your prospects that if they buy your product, they are going to be two steps ahead of their competition. Their competition could be a co-worker, their next door neighbor, another college student, their strongest business challenger, etc. Most people seek fair or unfair advantages that will allow them to ultimately win their particular competition.

28. The "Ear Candy" Strategy

The "it's pleasing to the ears" strategy tells your prospects that your product either sounds good or it's silent or close to quiet. If you can turn your product into ear candy, then you will be very successful. Maybe your product runs quieter than your competition's loud running product or your product has a better or more appealing quality of sound.

29. The "Copy My Blueprint" Strategy

The "just follow my simple blueprint to (your product's benefit)..." strategy tells your prospects that you will give them your personal system for reaching their intended goal. You can tell them that it is very unique and you discovered it by mistake. People will assume that nobody else offers your particular method.

30. The "Expansion" Strategy

The "it's been expanded..." strategy tells your prospects that your product has been made larger. People like to purchase or repurchase products that are big because most people believe bigger is better and they'll get more for their money. It could be more information, a longer height or width, a heavy weight, more benefits, extra features, etc.

31. The "In Short Supply" Strategy

The "our supplier is in short supply..." strategy tells your prospects that

you are selling a limited number of your products because your supplier is only producing so many at a time. It doesn't sound like you are trying to create urgency on your own just to increase your sales. You could tell them it's because the supplier is retiring the product, can't keep up with demand, etc.

32. The "Surprise Treat" Strategy

The "there will be a pleasant surprise for you too..." strategy tells your prospects that if they buy your product, they will get some kind of hidden treat. They will be extra interested if you leave it at that and don't give them any kind of hint. You could say that your current customers are raving about it though. It could be access to your affiliate program, a very valuable bonus, an unbelievably priced one-time offer, etc.

33. The "Features Sell" Strategy

The "it has exclusive features..." strategy tells your prospects that your product has special features that your competition can't offer. You need to prove to them that these particular features will give them extra benefits that your competition can't offer. It could be stronger but lighter material, better technology but less expensive, etc.

34. The "Scary Story" Strategy

The "listen to this scary story..." strategy tells your prospects that they could be frightened if they read your sales letter. Many people crave to be scared in a not-so-serious way. Why do you think scary movies, books and haunted houses are so popular? They will actually be fulfilling a feeling that they don't get every day in their normal (sometimes boring) life. They are always looking for some scary excitement.

35. The "No Confusion" Strategy

The "never buy an unorganized (your type of product) again..." strategy tells your prospects that your business or product is very organized. People don't want to buy a product or product package that could confuse them in some way. They are purchasing your product to solve a problem so why would they want to create another potential problem.

36. The "Get Everything At Once" Strategy

This "I've collected them all for you..." strategy tells your prospects that you are offering a group of products that they would normally buy one at a time. You will be saving your customers time and money by bundling them together and can offer a lower total price if they were to purchase them separately.

37. The "Nose Candy" Strategy

The "it has a refreshing smell..." strategy tells your prospects that your product has an attractive fragrance. People don't want to buy products that don't smell good. They don't want to be around stinky smells or have other family members, friends or guests think they or their house, car, or yard smell bad.

38. The "Legal Eagle" Strategy

The "it's not illegal either..." strategy tells your prospects that your product, service or opportunity is perfectly legal. Your prospects will want to stay within the law and not risk having any more problems in their life. If your product sounds too good to be legal, you should offer some strong proof as to why it's not illegal or people may not buy it.

39. The "Make An Offer" Strategy

The "make an offer..." strategy tells your prospects that they can present a price to you that they feel is fair. Once you have their offer then you can accept it or negotiate a higher price. Also, you could take away an element of the product or product package so they can still buy it at a lower price than you would normally agree to. This way you can hit everyone's individual price range for their own particular financial situation.

40. The "Eye Candy" Strategy

The "take a look at this very pleasing picture..." strategy tells your prospects that you want them to view a picture on your web site that they will enjoy. You can tell them it will only take a second. Tell them they need to drop what they are doing, no matter if they are busy or not. You could also tell them the picture may offend them and that may even make them more curious to see what it could be.

41. The "We've Won" Strategy

The "we've won a contest..." strategy tells your prospects that your product or business won something that may persuade them to buy. You could tell them you beat out many of your competitors. It could be for product durability, performance, speed, customer service, sales, quality, price, etc.

42. The "Avoid At All Costs" Strategy

The "now you can avoid..." strategy tells your prospects that if they buy your product, they will be able to stay away from a potential problem or emotion. If you can prove your product will protect them from a certain situation, they will feel safer and purchase your product. You could even give them a glimpse into the future of what could happen if they don't own your product.

43. The "Everything's Included" Strategy

The "it contains all the elements you need..." strategy tells your prospects that your product contains everything they need to reach their intended goal. If they have bought a similar product in the past that didn't come with everything they needed and they never gained their desired benefit, they will be very influenced to buy your product. It will trigger the feeling they had before and they won't want to feel that way again.

44. The "Prove Them Wrong" Strategy

The "have the last word and prove them wrong..." strategy tells your prospects that in the past, family members or friends have told them that they'll never gain their desired benefit. You can tell them that with your product they'll be able to finally shut them up or leave them speechless. Tell them to imagine those people's jaws hitting the floor when they see your results.

45. The "Nothing Else To Buy" Strategy

The "there is nothing extra to buy..." strategy tells your prospects that if they purchase your product, it will be the last money they spend to get their particular full benefit. You can tell them you won't sell them any upsell or backend products or upgrade any products so that they get your full benefits because they will already have it.

46. The "They've Sold A Lot" Strategy

The "they sold (no.) copies..." strategy tells your prospects that your affiliates have sold a high number of copies of your product already. If people see that a lot of people have already bought it and the product sells well, they may want to become an affiliate too. And if you tell them that only few affiliates have reached that goal then it will tell them they won't have much competition either.

47. The "No Fortune Required" Strategy

The "without spending a fortune..." strategy tells your prospects that they can get your product without paying out the ear for it. It helps to mention that your competitors have a higher price. If you have a higher price than your competitors, you could offer a payment system or justify the higher price.

48. The "We Care" Strategy

The "it's safe for the environment..." strategy tells your prospects that your product won't harm their environment. People will want to make sure their current friends and family members are safe for generations to come. If your competitors aren't concerned about being environmentally safe then you could make your prospects feel guilty if they are already using their products or persuade them to avoid buying their products in the future.

49. The "Combined Searches" Strategy

The "combined searches for all these products is (no. - high number)..." strategy tells your prospects that you've researched and totaled up the number of search engine searches (related keywords and keyphrases) for your resell, master resell and/or private label products package. This works even better if many of your resell products are in different niches because there will be more total searches.

50. The "All For One" Strategy

The "grab all my products for one price..." strategy tells your prospects that you are running a special where they can get all your products that you usually sell separately for one low price. You can tell them that even if they already own a few of them it's a good deal or that you will give them an even bigger discount.

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