

3 Highly Strategic Business Tactics!

By Larry Dotson

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1) AFFILIATE MARKETING

When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made.

Don't forget to also sell back end products to your affiliates. You could create an affiliate members only e-zine and include ads to other products you sell. Usually your best customers are your own affiliates.

2) REPRINT/REPRODUCTION RIGHTS

Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.

In addition to selling your reprint/reproduction rights it helps brand your business quicker. It spreads your name or business name without spending your profits.

3) CROSS PROMOTIONS

You could cross promote your product with other businesses' products in a package deal. You could package the related products together and create a new product.

Another option would be to include your ad for the product you're selling in the other businesses package. In return, you could just do the same for them in your product package.

QUICK READ SUMMARY

- 1) Multiply your sales by starting an affiliate program and sell back end products to your affiliates.
- 2) Sell the reprint and reproduction rights to your products to brand your business and ignite profits.
- 3) Cross promote your product with another net businesses in a package or ad insert deal.

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