

3 Sizzling Business Builders!

By Larry Dotson

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CREATE EXTRA CONFIDENCE

1) Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc. For example, you could say, "I'm going to allow you to try out our product for a full 60 days without billing your card!"

BUILD YOUR LIST

2) Build your opt-in list by allowing your visitors to sign up for a free e-zine, e-books, software, contests, sweepstakes, etc. For example, you could say, "Subscribe to our free e-zine and get entry into our weekly contest!" Another example would be, "Sign up to our free newsletter and get 10 surprise bonuses!"

BE A LITTLE DIFFERENT

3) Give your prospects or customers a breath of fresh air. Don't be afraid to design your web site and ad copies to be different from everyone else's. For example, you could apply a circus theme to your web site. Another example would be to design your web site like an e-book with a table of contents, title page, glossary, etc.

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