

# 3 Sizzling Ways To Increase Your Profits!

By Larry Dotson

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### 1) Sell The Extras

Upsell to all your customers. You could sell add-on products, deluxe products, extra parts, related products, add-on services, etc. You could offer them add-on products before or after they reach your order page. Just make sure the upsell products are compatible with the main product you're selling.

### 2) Negotiate Ad Placement

Place your ad in targeted e-zines. Ask the owner if you could place your ad in a higher position in exchange for a percentage of the ad's profits. You could also negotiate a lower ad price in exchange for you giving them affiliate commissions or an ad in your e-zine.

### 3) Ask People's Permission

Use permission marketing to increase your sales. You simply ask people to sign up to your e-mailing list. They'll already be interested in your messages or ads because they've visited your related web site. You could also offer them incentives for signing up like freebies, discounts, expertise, content, etc.

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