

3 Sure-Fire Marketing Ideas!

By Larry Dotson

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PEOPLE IGNORE ADS

1) Swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements. People have taught themselves to ignore advertisements because they see hundreds of them every day. Endorsements usually don't look or sound like normal ads.

SUPPORT YOUR PRODUCT

2) Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product, the benefits of the product, people's emotion when they own the product, etc. You could also use before and after pictures.

PERCEIVED VALUE SELLS

3) Increase the perceived value of your product to skyrocket your sales. Add on free bonuses, after-sale services or an affiliate program. Other factors that would help are: your own domain name, a professional web design, a good-looking product graphic and persuasive ad copy.

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