

# 4 E-Information Product Selling Tips!

By Larry Dotson

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Larry Dotson  
bizreport@sssnet.com

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## 1) FREE FOR A FEE

Offer your prospects 3 to 4 free e-information products, if in exchange they agree to buy 3 more in a year at your regular prices. You could e-mail a small catalog of your e-information products each month.

## 2) MAKE IT COLLECTABLE

Make your electronic information collectable. You could only release 100 of one version. Tell your visitors only 100 people will have the opportunity to buy this version. This will make people feel they need to buy now. Then, after that version runs out, create another version. Your versions can be as simple as adding a little new content, or adding free bonuses.

## 3) TEAM UP

Team up with other businesses. For example, if your business is selling a web business ebook and the other business is selling a marketing e-course, you could cross promote using discounts or rebate offers.

For example:

When you buy our ebook you can get \$10 off a marketing e-course from ( the businesses name )!

#### 4) DISCOUNT FOR PROFITS

Give people a reason to buy more of your e-info products. Offer them \$5 off an e-info product order over \$40. If all your ebooks are priced at \$20 they'll have to buy 2 instead of only buying one. This will earn you more profits in the long run.

These tips are excerpted for the "E-Info Into Cash Private Site" at <http://www.ldpublishing.com/kia.html>

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