

7 Powerful Marketing Secrets to Tripling Your Sales

By Matt Lopilato

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Matt Lopilato
mlopilato@lopilatopublishing.com

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Today, I am doing something a little different for you.

Instead of the usual one or two detailed articles on a particular topic, I am going to give you seven different, and powerful marketing secrets and tips that you can use immediately to generate three times more sales.

Please do me the favor of letting me know (by email) if you like this format or not.

Okay, let's get started.

1. Run a contest on your site to quickly increase traffic.

It's a fact that whether people are rich or poor, young or old, they all love contests. The secret here is to get people to visit your site to sign up for the contest and while they are there they will usually spend some time surfing through your web pages.

Your number one goal is obtaining their email address so you can contact them again. (No SPAM though)

2. Boost your sales using Free bonuses

This is a simple technique but vital to increasing sales.

ALWAYS offer a free bonus or two with your offer. It could be a book, cassette, video or a coupon for a service of some kind. Make sure the bonus is of real value and is related.

And make sure you spell out the actual value of those free bonuses so the reader can see the value they are receiving. Never give away something as a free bonus that is already being given away free in some other way.

3. Bundling or Packaging your offer to skyrocket sales

This method is very effective. Just look at McDonald's combination meals for a perfect example.

Combine several items together as one selling unit (a package) and price the package less than it would cost to buy each item separately. A sure winner because you avoid the "too expensive" objection issue.

4. Create compelling offers too good to refuse

The two most critical elements of your offer are:

A) A call for immediate action from the prospect

Use a time deadline, or a price reduction deadline or a scarcity factor to make them take action now.

B) Iron clad Better than Risk-Free Guarantee

Eliminate all risk for the prospect by giving a full money back guarantee and make it for at least 30 days but better to have it 60-90 days.

Give a free bonus even if they return the product.

5. Develop your Unique Selling Proposition (USP)

There is a lot of competition in just about any market so if you want to capture a big chunk of YOUR marketplace you better have a powerful USP.

What this means is you have to clearly show the prospect what your product or service has that no other competitor can match. Later today, take a look at your own offers.

Ask your self the simple question "what am I providing that my competitors are not". Make a list.

If you honestly can not find any special unique characteristics (benefits) then you'd better go back and

re-do your sales offering or come up with a new product.

It is that simple because you MUST separate yourself from your competitors in the eyes of your potential customers if you hope to be successful.

6. Headlines- The Most Important Sentence of them all

You have about 5 seconds to capture a reader's attention. If you don't have an eye-grabbing, curiosity-snatching headline your doomed. No one is going to read your sales copy.

A few tips-

- Always use quotation marks around the headline
- Avoid using "!" exclamation marks in the headline
- General rule is no more than 11 words or so
- If you want something to appear inexpensive don't use zeros. For example, use (\$28) not (\$28.00).
- If you want to make it look expensive then use the zeros.
- Have the headline state your #1 best benefit to the reader
- Create a sub-headline right under the main headline to expand on the initial message of the first headline and state your #2 top benefit.

7. The Gold is in the follow up

Statistics show that most people don't respond (purchase) until the 5th contact with them. This is especially true when dealing with prospects who don't know you.

So it is clear that if you plan on making any kind of real money you better have a follow up system in place containing 6-7 different modified sales letters.

Each subsequent follow up letter will focus on a different benefit or special beneficial characteristic of your product & offer (again...the USP).

The largest size letter will be the first full sales letter. Then from there, each new follow up letter will be shorter.

So say your 1st letter is 10 pages long. The 2nd would be 6. The 3rd would be 4. The 4th would be 3 pages. The 5th is 2 pages. The 6th and 7th would be no more than one page.

If your not doing this, your leaving the lion's share of profits on the table for someone else to take.

Get yourself an autoresponder today if you don't have one.

It will do the work for you automatically so you never have to worry about it once it is set up and it save you hundreds of hours from constantly doing it manually.

Here are three excellent programs I recommend:

<http://www.getresponse.com/index/42501>

<http://www.marketingtips.com/maillloop/t.x/648762>

<http://www.aweber.com/?57126>

Good Luck & Best wishes for success

Matt Lopilato, Author & President
Lopilatopublishing.com

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