

Give Prizes and Get Sales

By Michael Hein

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You will be pleased with the results of the reading incentive strategy, which I am going to explain in this article. This is how I have managed to increase readership of a particular sales page resulting in a considerable increase of sales for that particular product.

First of all I have invested \$25 for 1000 highly targeted visitors, which I will give away as a prize. I have set up an account with my trusted traffic broker and loaded that account up with traffic ready to send to whichever URL I wish to promote (prize winner).

In order to enter the prize draw I have carefully read through the sales page of the product I wish to promote and chosen the most tempting, and alluring features of the software and incorporated them into 2 tasks.

I have attached the actual text, which I sent to my subscriber list below:

"Prize Draw Instructions

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Because this is a reading incentive, I am going to set you a small task. You guessed it, I am going to ask you to find some information on the CashCult homepage and to send it as soon as possible to the email address at the end of these instructions.

Your Mission:

Q1.What are the names and recommended retail values of the 15 pictured software products and ebook bundles that you will receive when you purchase Michael's Dynamic Reseller Package
TOTAL RESALE ?

Q2.Is the following statement true or false ?

When you purchase Total Resale you will receive automatic updates and ebooks for Life.

Answers to be emailed to:

=====

prizes@cashcult.co.uk

Correct answers will be drawn from a hat and recorded live for publication on the CashCult homepage on Saturday 19th of July.

Good Luck, I am looking forward to announcing the winner in two weeks.

Michael Hein

<http://www.cashcult.co.uk> "

The response I received when I sent this out in my last newsletter was very pleasing and I am now looking forward to developing this into a monthly prize draw. As the subscriber list grows I will invest further money into the prize making it bigger and better every single month. It's only fair to give away more when the response to this results in purchases.

Did you notice that I will be recording the prize draw using my digital camera to increase excitement, to seize the opportunity of building a more personal relationship with my readers? The winner will feel great when a real person reads out their Name and Site URL live.

This concludes my article about reading incentives by using prizes. With a little imagination and a small investment you can have an unbelievable effect on monthly sales even if your subscriber list is small.

Finally, if you have read this article before July 18th 2003 then feel free to enter this prize draw yourself for a chance to win 1000 real 24h unique visitors.

I would be interested to find out what you think of this article and how it has helped you. Come and tell the entire CashCult community how you did and I guarantee a warm and personal welcome.

Thanks for reading.

Michael Hein

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