

"7 Dirt-Cheap Tactics To Ignite Your Online Sales!"

By Michael S.L Bombard

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1. When in a bookstore, leave your business card within the first 4 pages of books related to your target audience. If they're interested in the book's subject, they'll probably be intrigued by your business card as well, and visit your website, call you, email you, etc.

Off-line generated prospects are also proven to be more likely to buy once visiting your website, in comparison to prospects generated online. Kind of like playing "hard to get" I guess.

2. Use an email "header" to immediately remind prospects of the benefits you offer. A header is just like a signature file, but at the very top of your email.

You can use a simple 2-3 line header, stating who the message is from, and a short one line advertisement for one of your websites. Place headers in your newsletters/ezines, autoreponder messages, mlm prospecting emails, etc.

Note: This can also be a great way to "test" your headlines and it works like crazy! I mean it.

3. Write high-quality, information intense articles for more free publicity. Hey, if you have the time to write them, people almost always have the time to publish them for you and create a storm of free exposure!

One article a month from your fingertips could mean an extra \$200 a month addition to your bottom-line, or easily more. For the few hours it takes to write and distribute, it's more than worth the work. Like Simon Baxter said "Get your name out there as someone who knows where it at!"

4. Implement a simple form of viral marketing.

There's many great ebooks on the Internet that you can get free, and brand with your website's URL and contact info. This is a phenomenal way to build an opt-in email list fast, and promote your website on the backend.

My personal favorite has always been the "TrafficVirus" edition by Jimmy D. Brown - available free at:

http://www.roibot.com/w.cgi?R39995_TV3

5. Barter, trade and partner-up for profits.

You could trade for traffic, ezine ads, products, services, etc. Bottom line: You can boost your sales without spending a penny more. Get creative and exciting things can happen.

6. Write your own ad copy for affiliate programs.

Spend some time creating your own unique, powerful ad copy in order to "stand out from the crowd". This will leave the other affiliates in your dust and give you a strong advantage over your competition.

7. Get an inexpensive, custom-made sticker advertisement for your vehicle's rear window. Why not? State your USP (Unique selling position) in BOLD letters with your website address below it. Think about how much driving you do sometimes, and how many people will see that sticker!

Yours in profits,

Michael S.L Bombard

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