

[Marketing Minute] - "2 Little-Known Profit Boosters!"

By Michael S.L Bombard

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[Marketing Minute] - In just 60 seconds I'll show you...
----- "2 Little-Known Profit Boosters!" -----

Ready, set, go!

1. Increase your profits by 25% or more in 10 minutes or less. How? Simple. On your web site's order forms, make just one teeny, weeny little change...

- Find the absolute *best* testimonial for your product or service.
- Add this enchanting array of words to the top of your order form.
- Watch as your responses go from meager to magnificent!

"Credibility counts, especially online."

2. Pop-in for subscribers, pop-out for instant revenue. Okay, I know. Pop-ups are everywhere and increasing in numbers. Some people despise them. But hey, you can't be everything to everybody. You're in this game to make some money right? Right!

The harsh truth is that those little annoyances work wonders. I'm sure I've been drawn in by 100's of them. Haven't you?

How to get 'em pulling max cash-flow for your web site...

- Pop-in. Use this event to collect subscribers for your ezine. Got it?
- Pop-out. Now here's the twist. I've seen pop-out's used successfully by only a small handful of web marketers. Here's the skinny...

- a. Find, create, or affiliate with 2-3 products that are *very targeted* to what your web site offers.
- b. Write a 10-15 word "benefit-packed ad" for each of your chosen products.
- c. Create a pop-out with your 2 or 3 small ads offering these new targeted products. If these exit visitors aren't interested in your site's main offer, this is the perfect time to show them what else you've got.

"Market additional targeted products to exit traffic."
(Need help with this? Feel free to email me personally or contact the publisher of this ezine. We love to help!)

Now, if you have your own web site, get busy and implement these quick and easy tactics right now! Like my favorite motivational quote says: "The only time success comes before work is in the dictionary." Oh so true.

...and this has been another [Marketing Minute].

You have my permission to publish this article in your ezine or on your web site so long as the resource box remains intact.

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