

Marketing Marketing!

By Phillip Davis

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Free Mass Advertising that gets Results <http://network54.com/Hide/Forum/87014>

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Hello, Friend! This is Phillip Davis.

In this article I will reveal some Free but, very Valuable Information that (If Used Correctly) can literally Double your sales! But, don't take my word for it. Try it!

By reading this article you will learn:

#1 How to dramatically Increase your sales by thinking like your Customer!

#2 Testing that I used to increase my traffic from free classified ad sites by an amazing 30%!

#3 3 Incredible secrets that you MUST know to succeed with free classified ads!

#4 A Method I stumbled across recently, (and now use religiously) to test ALL my sales letters, in order to reach a maximum of 20% in return!

#5 The correct way to market with discussion forums!

#6 Exactly how I got over 120 hits a day with discussion forums, and how you can too!

Also, I am giving everyone that reads this FULL reprint rights! You can sell this information give it away free, or even use it as an upsell with one of your products!

This information has sold for as much as \$29.00, but its yours free and the reprint rights!

All I ask is that you don't change a single thing (From Top To Bottom), and you leave my URL, and title, as is.

The beauty about it is: After reading this you will not only learn amazing information that will sell

your products, but you can also use this information to sell exactly what your reading right now, and so can your customers!

By Phillip Davis

Author of the package "Monster Marketing Tactics"

Visit his forum and get the entire list of free classifieds that work!

<http://network54.com/Hide/Forum/87014>

Part 1

How To Dramatically Increase your sales by thinking like your customer!

Whenever you write a sales letter, place an ad, or do anything to attract sales, Always think like your customer.

For example:

Lets say your writing a sells letter, and so far you only have 1 paragraph written. STOP! Now, go back over the paragraph and read it again for the first time.

Think to yourself, "I am a customer, and I'm looking to buy something." "Does this look for real"? "Is it interesting to me?"

Now you are no longer thinking like the person writing the sales letter or ad, you're thinking like your customer!

Lets use another example:

You're the customer, and your browsing in a search engine for some marketing help. Which of the bellow ads looks like their trying to sell you something? And which one looks like a credible company (a good deal)?

Ad #1

CLICK HERE. We have ALL YOUR marketing NEEDS! CLICK HERE NOW! LEARN the SECRETS To Making THOUSANDS Weekly! AND Get TOP Ranking In The SEARCH ENGINES!

Or

Ad #2

Click here. We have all your marketing needs. Get top ranking in search engines, and much more. And yes, this can make you thousands weekly.

We'll Mr. customer, if you're like me, you've been around long enough to know that the first ad tells you: They want your business bad, and (They are desperate)!

If they weren't desperate, they wouldn't be using so many capital letters. Also, since they are desperate they are probably are NOT making any money.

Now, the second ad is just the opposite. By reading the second ad, (as a customer) I get the feeling

that these people are not desperate for my money, which allows me to trust them more.

So The Key Here is not only to think like your customer, but to be more passive when selling.

Or in other words, Don't make it look like an ad!

One of the Greatest Marketing Companies in the World has just made all of their Secrets on Banner Advertising available for Free.

Click here to check out their examples of banner ads that get 8% click-thrus!

http://www.roibot.com/w.cgi?R19306_mktnng

Part 2

An amazing method of testing I used that increased my traffic from free classified ad sites by 30%!

One way I used to test my ads was to first build a one-page site, (more less a doorway) with a link on it leading to my main site. THIS was the first page my customers would see when they clicked my link in the ad.

Second: At the very bottom of this page I placed a counter.

Third: every day I would place the SAME number of ads to the SAME sites. This way I could judge my hits according to how well my ads were pulling, and NOT the free classified sites.

Forth: Every day, at a certain time, I would check my counter to see how many hits I got. If I was going for 300 hits and only got 40, I would change the ad a little. Also, I would keep doing it till I got 300 hits a day or however many I needed to make it worth my while.

Part 3

3 incredible secrets that you MUST know to succeed with classified ads!

Secret #1

Do you know about extension numbers?

Extension numbers can be used to keep track of where your money is coming from so you don't waste time advertising in places that don't work!

For example:

Let's say you place this ad at Yahoo classifieds with an extension number:

Make thousands weekly with your own car business!

Call today! 1-800-859-9966 ext. 12

Now every time someone calls your number, you ask for your extension number, and you will know where your customers are coming from!

Now all you have to do is keep posting you're ad on that site, and make more money!

Secret #2

Do you know the best words to use in advertising to gain customers?

We'll for years it has been said that free is the best word of all to use to gain customers, but Here are a few more!

Limited time offer, act now, act today, call today, don't be left behind, exciting, amazing, this call could change your life, Opportunity of a lifetime, new.

Secret #3

Never defend a good product!

They're everywhere! People are placing ads for their business that say "this is not a scam" "this is the real thing."

We'll guess what! If your going to do this you might as well say, "this is a scam" "we are NOT the real thing."

NEVER put this in your customers head! All this is doing is forcing your customers to ask, "Is this a scam?" "Is this the real thing?"

If you have a good product you shouldn't have to defend it!

Let me know when your ready for the entire list of free classifieds that work.

Hint: It's in my package!

Part 4

A Method I stumbled across recently, (and now use religiously) to test ALL my sales letters, in order to reach a maximum of 20% in return!

I cannot express enough how important testing is.

There is no since in writing an ad or sales letter, then investing tons of money to promote it, without first testing.

This applies to everything! Sales letters, ads, even the layout of your site. You MUST test all the time!

I always shoot for at least 20% in sales. And one way I achieve this is by testing.

For example:

Lets say you have written a sales letter. Now, lets say 20 (targeted) customers read your sales letter, and out of 20 (targeted) customers you didn't get one sale. Not one.

Here's what I would do in this situation:

#1 First I would go back over my sales letter and make sure there are no grammatical errors.

You would be surprised how one misspelled word can destroy your credibility with a potential customer.

#2 Then I would write an email to ALL 20 of the customers that read the sales letter, and tell them something like this.

(Example)

Dear Mr. _____,

How Would You Like some of my package FREE? There's no catch at all. I will send it to you by email. All you have to do is answer 3 questions, and I will send you the following information from my package free!

#1 How To Get \$10,000 worth of free advertising!

#2 49 pages worth of sales methods I use to get a 20% return over and over!

#3 A Free membership to my private site! Here you will also get my entire list of 120 high traffic forums, and how I used them to generate over 120 hits a day!

This way I will figure out what I need to do in order to increase my sales, and you will get free information valued at \$120.00!

All I ask is that you send the answers back to me right away.

Question #1

Why didn't you buy my package?

Question #2

Did my sales letter hold your interest? Why?

Question # 3

If my sales letter equaled up to your standards, what would be the most you WOULD have been willing to pay?

Just answer those questions, send it to me email, and I will email your package right away!

Sincerely,

Phillip Davis

(End of example)

Now, once you have done this, and followed your customer's advice, TEST AGAIN! Also, keep testing till you get the percentage of sales your looking for.

When you have reached that percentage NOW its time to go all the way marketing your product.

Note: The above is just one of my methods for testing sales letters. To get access to the many methods I use, your going to have to buy my package.(sorry)

Part 7

The correct way to market with discussion forums!

No one like's blatant ads posted on their discussion forum. Although, if you have some good information you can contribute, your message will never be deleted!

So the correct way to use discussion forums would be to:

Type up some free information (not a sales letter) you think would be useful to the people at that board.

Leave about 1-2 sentences explaining your product, And leave your link.

The more interesting your free information is, the more traffic you will get to your site!

Also, when your looking for a high traffic discussion forum to post your information on, pay attention to the dates. If the first post you see is a recent post, go for it! Although, If it's over 5 day's old, I wouldn't waste my time.

Part 8

Exactly how I got over 120 hits A day with discussion forums!

One thing you can do to get A LOT of traffic is to post your articles on discussion forums like your doing now. WAIT! I Don't mean just "post" Them.

No! For some of you that don't know, when search engine spiders crawl these forums, they gather a lot of the post's as well and ad them to there listing.

So, make sure when you post, you have a couple of good keywords in your headline.

I know a place where you can type in keywords learn how many times a month people have searched under that keyword! The profit potential of this knowledge is amazing!

Go to:

Hint: Shoot for keywords that are LESS competitive.

Also, recently I built a forum especially for this. Every few weeks each post gets spidered by the search engines!

Try it, and see how much traffic you get!

<http://network54.com/Hide/Forum/87013>

My list of high traffic discussion forums!

If you have ever done a search for high traffic discussion forums, I think you will agree they are hard to find. Just to let you know how valuable my list is, I spent weeks searching for them.

So, Here is where you can get my small list. If you want my entire list of 120 High traffic discussion forums, you will have to purchase my package: "Monster Marketing Tactics" (sorry).

Here is the web page where you can view my small list!

<http://www.expage.com/hightrafficforums>

Also the list is targeted to online marketers. But, If marketers are not your target market, I still want to encourage you to use my small list of Forums. The sites all offer great information on Internet marketing, and can answer a lot of your marketing questions!

Let me know when your ready for the meat!

Wishing you the best of success,

Phillip Davis

<http://network54.com/Hide/Forum/87014>

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