

FOUR ways to Increase Your Sales...FAST...In 2 - 4 weeks?

By Radhika Venkata

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You built a very good web site...
You have a great product...
You know that people are in NEED of Your service...

AND ALSO You want to Increase your sales FAST...

There is no wrong with that.

As a webmaster you should promote your web site. There are many methods of web site promotion. Some takes a little time before you start getting profits from it. Some give fast results.

Promotion methods like search engine optimization and Opt-in list building take a while.

Here are FOUR tips to increase your sales in short range of 2 - 4 weeks:

****1. Pay Per Click Engines:****

People beleive that pay per click engines are expensive. They are NOT if you know the six simple strategies of PPCs:

- =Know your keywords
- =Write a compelling ad
- =Don't enter in to Bidding war
- =Monitor your bidding amount
- =Landing page
- =Track your results

For more explanation:

<http://www.webmasters-central.com/wp/se/ppctips.shtml>

PPCs send you reliable amount of traffic even with 10 to 25 cents. Try Overture and Google Ad words.

****2. Recruit affiliates:****

Actually you need a cgi script that signs up your affiliates and tracks the clicks and commission. YOU have to install the script on your server.

You can see cgi scripts like that at:

http://www.hotscripts.com/Perl/Scripts_and_Programs/Affiliate_Programs/

You can use affiliate networks like:

<http://www.clickbank.net/>

<http://www.cj.com/>

<http://www.sharesale.com/>

These are very good affiliate networks. You can keep your product before hundreds of affiliates that are willing to work for your product.

****3. Give free excerpts and ecourses:****

People love to receive free gifts and tools. Give away them with your logo and prominent web site links. DON'T forget to tell them that to join in your affiliate program and use the free software to give their web site visitors with their links. Right... Viral marketing.

Soon your free gifts will spread among the internet and getting you traffic.

****4. Joint Ventures:****

Say you exchange a link with another ezine publisher. Or an exchange of link with other web sites. Subscribers and visitors of those web sites are more potential customers for your product or service.

Before asking for a link or free ezine ad try to provide a link back to their sites. Before you ask a link:

=Focus on web sites and ezine that targets your product

=Subscribe to that ezine and see quality of ezine

=Writing articles and submitting to the ezines is a good method of promotion

Not only ezine ads, web site links, you can participate in joint ventures in many ways like special discounts to particular ezine subscribers, offering your product to ezine publisher in exchange of ezine ads etc.,

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