

# How To Offer a Special Price Reduction Without Loosing Money

By Ralph Nunes

How To Offer a Special Price Reduction Without Loosing Money

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Marketing Secrets Exposed™ <http://www.marketingexposed.com/>

This little secret can bring you thousands of dollars of profit. It's very easy to do and always gets good results. You must try it some day.

How it works? Well, it's easy to do. The first thing you must do is a "mini site" for some product or service. This will be the "main" site of your campaign, something like [www.yourdomain.com/](http://www.yourdomain.com/)

Imagine now that you would like to sell this product for \$50 but you want your subscribers to think that they are getting a real good discount for being your Newsletter readers... and only they will get your product for \$50

What you must do is the following - Setup another page, something like [www.yourdomain.com/special\\_price.htm](http://www.yourdomain.com/special_price.htm) and make this page exactly as the first page I told you. But with a slightly difference. In this page you're going to tell that this is a special page created ONLY for your newsletter readers with a special price of \$50 with a link pointing to [www.yourdomain.com/](http://www.yourdomain.com/) where the price would be \$100

When you email all your subscribers, you're going to tell them that you've setup a special page for them with a very special price (tell them to check the main site so they can see the regular \$100 price for the other visitors). When they click this link they will see the main site with the \$100 regular price, and they think to themselves... "Wow!! I'm buying this for only \$50 and the other guys are paying \$100. Great deal!!!"

Actually you're getting them to pay exactly what you want them to, but you made them believe they are getting the deal of a lifetime.

And you can always get some visitors to pay \$100 (the double of the regular price) as they visit your main site... nice, no?

Easy to setup, and always work. Try it and you might be surprised with the results.

Good luck with this one! ;-)

About the author:

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