

Incredible Money-Making Hints

by Larry Dotson

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Chapter 1

1 Trade other forms of advertising with people who link to your web site. You could trade e-zine ads, print ads, autoresponder ads, classified ads, e-book ads, etc. It doesn't always have to be link for link or e-zine ad for e-zine ad. Just make sure it's a fair trade for you.

2 Give away web space to people for free. Since you are giving it away for free, request they link to your site by placing your ad or banner to the site. Some day you could have hundreds or thousands of web sites advertising your web site for only the cost of your web space.

3 Join or create a web ring. A web ring is a group of web sites on a similar subject that have agreed to link together. To find a web ring to join, type the keywords "web rings" into your search engine of

choice. Just think, everyone who participates in the web ring is linked to your web site.

4 Create an online club or association. Tell your visitors what's included in the membership and what it costs to join. Offer them a free membership if, in exchange, they link to your web site. Just think, you will either make money or get some no-cost advertising.

5 Allow people to use an online service or some utilities from your web site if, in exchange, they link to your web site. The online service could be an e-mail account, search engine submission, web page design, copywriting, proofreading, etc. If they don't want to link, you could offer them a subscription fee for the service.

Chapter 2

6 Offer a free e-book to your web site visitors. The e-book should be related to your target audience. Allow them to give the e-book to their own web site visitors by linking directly to your web site. You could also allow them to upload the e-book to their own web site and give it away. Just include your link in it.

7 You could offer your visitors a discount on all the products you sell if they subscribe to your free e-zine.

For example, you could say, "Subscribe to our free e-zine and get 50% off all our products!" Another example, "Subscribe to our free e-zine and get \$8 off our brand new e-book!"

8 You could offer your visitors a free e-book if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a our new e-book for free!" Another example, "Subscribe to our free e-zine and get five e-books with full give-away rights!"

9 You could offer your visitors a free subscription to your private web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get free access to our private membership web site!" Another example, "Subscribe to our free e-zine and get a 3-month trial membership to our Members Only web site!"

10 You could offer your visitors a free advertisement in your free e-zine if they subscribe. For example, you could say, "Subscribe to our free e-zine and get a no-cost e-zine ad! Another example, "Subscribe to our free e-zine and get a free classified ad!"

Chapter 3

11 You could offer your visitors a free, tangible gift if they subscribe to your free e-zine. For example,

you could say, "Subscribe to our free e-zine and get our new report by mail!" Another example, "Subscribe to our free e-zine and get our new tips booklet by mail!"

12 You could offer free automatic entry into your contest or sweepstake if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get free, automatic entry into our contest!" Another example, "Subscribe to our free e-zine for a chance to win a huge advertising package!"

13 You could tell your visitors that you offer original content in your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our all-original content!" Another example, "Subscribe to our free e-zine and get the latest, up-to-date business news!"

14 You could tell your visitors to read a sample issue of your free e-zine on your web site. For example, you could say, "Read a sample issue before you subscribe to our free e-zine!" Another example, "Check out a sample article before you decide to subscribe to our free e-zine!"

15 You could offer your visitors free software if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get our new marketing software free!" Another example,

"Subscribe to our free e-zine and download our e-book software for free!"

Chapter 4

16 You could offer your visitors a free sign up to your affiliate program if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and gain access to our profitable affiliate program!" Another example, "Get a free subscription to our affiliate training newsletter when you become one of our affiliates!"

17 You could offer your visitors a free web service, like free e-mail, if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a free bonus e-mail account!" Another example, "Subscribe to our free e-zine and get a free autoresponder!"

18 You could publish some of your current e-zine subscribers' testimonials on your web site. For example, you could say, "Why put off subscribing? Just see what other subscribers are saying!" Another example, "Subscribe today and experience the benefits the people below are experiencing!"

19 You could publish any positive reviews you have received about your free e-zine on your web site. For example, you could say, "Just read this review

from (publication name) about our free e-zine!"
Another example, "Check out our e-zine review in (magazine name)!"

20 You could tell your visitors what's going to be published in your next e-zine issue. For example, you could say, "Subscribe now so you don't miss our next issue about (topic)!" Another example, "Subscribe today and learn about how to (topic) in next week's issue!"

Chapter 5

21 You could tell your visitors that they have the right to republish your e-zine's content on their own web site if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and we will give you the right to republish our content on your website or in your e-zine!"

22 You could publish a list of well-known, famous, or respected people who have subscribed to your free e-zine. For example, you could say, "Just look at who else is subscribed!" Another example, "Look at all the experts who have subscribed to our e-zine!"

23 You could tell your visitors what a subscription to your free e-zine is worth in dollars. For example, you could say, "Subscribe to our free e-zine. We used to charge \$120 a year for a subscription."

Another example, "Subscribe to our free e-zine! (Valued at \$99!)"

24 You could tell your visitors all the major benefits of subscribing to your e-zine. For example, you could say, "Just look at all the benefits you'll received when you subscribe to our free e-zine!" Another example, "Subscribe to our free e-zine and get all these benefits!"

25 You could tell your visitors how many people have already subscribed to your e-zine. For example, you could say, "Subscribe to our free e-zine! 14,897 subscribers can't be wrong!" Another example, "Subscribe to our free e-zine! 13,976 have already subscribed!"

Chapter 6

26 You could tell your visitors that a subscription to your free e-zine is only available for a limited time. For example, you could say, "Subscribe to our free e-zine before we start to charge for this original content!" Another example, "Subscribe to our free e-zine and your subscription will stay free even, if down the road, we decide to charge a subscription fee!"

27 People love to get free things. A free e-book is perfect. They will visit your web site to get the

free valuable information. You could also start your own free e-book directory and allow other authors to submit their e-books. You could be offering hundreds of free e-books in no time!

28 Give away the full version of your e-book in exchange for testimonials. You can use these customer statements to improve your ad's effectiveness. It would work for free or paid e-books! You could offer sample excerpts or chapters to give them a taste of it.

29 When you write and give away a free e-book you will become known as an expert. This will enable you to gain people's trust and they will buy your main product or service quicker. You may get offers from other people wanting you to speak, consult, coach, etc.

30 You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust them over you. For example you could say, "See what (name) says about our software!"

The End