

Powerful Order-Pulling Plans

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Chapter 1

1 You could tell them your freebie is only available to a limited number of people. For example, "Our free software will only be available for the next 100 people who download it." Another example, "Our free report will only be offered for 3 more days! So download it now before it's too late!" Just include your ad in the freebie.

2 You could give more details about your freebie. List the benefits, features, what problems the freebie will solve, etc. For example, you could say, "Our free e-book will show you how to (benefit) in (no.) months!" Another example, "Our free e-zine will help solve your (topic) problems forever!"

3 You could describe your freebie to sound more attractive. For example, instead of "free report" you could say, "free never-released top secret document". Another example, "Download our "never-seen-before"

free report!" You need to describe it so it raises their curiosity and interest.

4 You could list testimonials for your freebie. Most businesses don't give testimonials for their freebies. This would definitely increase your freebie's value. For example, you could say, "Check out what others are saying about our free graphics!" Another example, "Look what (famous person's name) says about our free web site templates!"

5 You could tell people how many people have already receive your freebie. For example, "15,000 people have already subscribed to my free e-zine! Can they all be wrong?" Another example, "500 people have downloaded our free e-book just today!"

Chapter 2

6 Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your web site. After every sale, follow up with the customer to see if they are satisfied with their purchase or have any questions.

7 Create a customer focus group. Invite ten to twenty of your most loyal customers to meet regularly. They will give you ideas and input on how to improve your customer service. You could pay them, take them

out to dinner or give them free products in return. You could also let them focus on how to improve your products.

8 Make it easy for your customers to navigate around your web site. Have a "FAQ" page on your web site to explain anything that might confuse your customers. Ask them to fill out an electronic survey to find out how to make your web site more customer-friendly. Answer all their questions and concerns in a timely matter.

9 Resolve your customers' complaints quickly and successfully. Answer all e-mails and phone calls within an hour. If possible, you as the owner of the business, should personally take care of the problem. This will show your customers you really care about them and want their business in the future.

10 Make it easy for your customers to contact you. Offer as many contact methods as possible. Allow customers to contact you by e-mail. Hyperlink your e-mail address so customers won't have to type it. Offer toll free numbers for phone and fax contacts. Give them your home phone and cell number too.

Chapter 3

11 Make sure employees know and use your customer service policy. Give your employees

bonuses or incentives to practice excellent customer service. Tell employees to be flexible with each individual customer; each one has different concerns, needs and wants. Give them a “policy pamphlet” to keep at their work space which will remind them.

12 Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. You could always send a back-end product offer with any contact you make. Award bonuses or points to your customers who make big purchases.

13 Always be polite to your customers. Use the words ‘you’re welcome’, ‘please’, and ‘thank you’. Be polite to your customers even if they are irate with you. Always apologize to your customers should you make a mistake. Admit your mistakes quickly and make it up to them in a big way. You can make it up by giving discounts, rebates, refunds, gifts, etc.

14 Reward customers one point for every dollar they spend. Let's say your customers can get a free computer for 300 points. That means your customers will spend \$300 on your products and services to get enough points to get the free computer. You will make a bigger profit off each customer in the long run.

15 Build strong relationships with your customers. Invite them to company meetings, luncheons, workshops or seminars. Create special events for

your customers, like parties, barbecues, dances etc. It will make them feel important when you include them in regular business operations and special events. Treat them like you would your best friend or family member.

Chapter 4

16 Utilize holidays to increase your visitors or sales. You could give away free electronic greeting cards, hold discounts, send customers holiday cards, etc. Also don't forget to reward your employees on most holidays. A happy employee can help you increase your sales and visitors too.

17 Become well-known by speaking or chatting at seminars. The seminars could be held offline, in a chat room, by telephone or via e-mail. You could charge a fee for the seminar or hold it for free and mention or sell your products at the seminar.

18 Start a free e-book club on your web site. People could sign up to receive a free e-book from you each month. Just include your product's ads in the e-books. Allow them to give away the free e-books too. All those e-books floating around will increase your traffic and sales.

19 Give away your products or expertise to Internet business newbies. Just ask them in return to place

your link on their web site. Those newbies are the future of online business. They could become your friend, ally or strategic business partner down the road.

20 Trigger your visitors to buy your products by using colors. You should totally relax and think about which colors would compel prospects to order. For example, if you were selling a business product, you could use green as it usually represents money and prosperity in the business world.

Chapter 5

21 Let your past offline customers know about your web site. When they visit and sign up to your e-zine, it will remind them to shop at your online store in the future too. Some day you may not need that expensive offline store. Your web site might create most of your profits for you.

22 Create a long-term relationship with your entire customer base. You can stay in touch with them through an e-zine, with greeting cards, opt-in lists, autoresponders, messages boards, chat rooms, e-mail discussion lists, instant online messages, etc. When you stay in touch, people don't forget about your business.

23 Repeat the 3 most powerful or appealing benefits

throughout your ad copy. Repetition can brand your product's benefits quicker in your prospect's mind. They will be able to store the information more quickly and effectively in their subconscious mind. Just rewrite them with different wording so your prospects don't get bored with your ad.

24 Give your new customers surprise free gifts. This will increase their loyalty and give you more word-of-mouth advertising. For example, your customer could tell your friend, "I just ordered this new advertising e-book and they gave five other e-books as surprise bonuses! I really got a great bargain!"

25 Make your long ad copy interesting enough so people click through to the next web page. If it's not, they won't take the time to click and read more. For example, you could say, "Click here to read more and to get a top secret tip!" Another example, "Click here to read about the 10 free bonuses!"

Chapter 6

26 Sell an inexpensive product to sell an expensive product. If people like your inexpensive product, they'll be persuaded to buy your expensive one. They will already know that your products are of good quality and that you're trustworthy. They will also know that your product claims are all true.

27 Allow your visitors to decide how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly sell. Tell them you'll accept offers via e-mail or your web form. You could even accept fair barter deals for other products and services.

28 Create an extra revenue stream with your web site's articles or content. Publish the first paragraph of each article and charge people to read the rest. You could also allow other authors to submit their articles to make money. You would just share the profits!

29 E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they would get a percentage of the profits. You would just have to get them to join your affiliate program. To give them more incentive, you could offer them a higher commission than the rest of your normal affiliates.

30 Find a niche for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be "extra-specialized" to attract new subscribers. It could be the type of content you offer, like you interviewing experts, having crosswords or word finds, reviewing products, having a question/answer section, etc.

The End