**Explosive Influence Tactics**



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Chapter 1

1 Change your ads regularly. Your prospects could

get bored seeing the same ad all the time. Statistics

show people usually see the same ad 7 times before

they actually buy. Just change them enough to keep

them from being over-exposed. For example, if your

ad said. "FREE Killer Marketing E-book!", you

could change it later on to "FREE Sizzling Marketing

E-book!"

2 Lower the chances of negative word-of-mouth

marketing. You'll always have customers who are

dissatisfied. Try to please them as much as possible.

You could give them a refund, discount, a free

product, a coupon, a rebate, a compliment, etc. Just

be polite and stay calm if they are angry or frustrated

with your business.

3 Give people a deadline to order. Tell people if

they order by Sept.15, 2002, they will get a

discount or free bonuses. This will create an urgency

so they don't put off buying. Another example,

"Order before 8:00 p.m. US/EST and get a second

product of your choice for free!"

4 Offer people a money-back guarantee. The longer

the guarantee, the more effective it will be. It could

be a 30-day, 60-day, 1 year, or lifetime guarantee.

You could also offer them double or triple their

money back or a set amount of money back, like

$25. You could also allow them to keep the product

if you can afford to do that, even if they ask for a

refund.

5 Offer a free on-site repair service for products you

sell. This is convenient for people because they won't

have to send it away for repairs and they won't have

to be without the product for a long period of time.

If they have to send the product to you to get

repaired, offer them free shipping.

Chapter 2

6 Publish testimonials on your ad copy. They will

give your business credibility and you'll gain people’s

trust. It's important to include the person's full name

and location with the testimonial. For example, "Jon

Goodhart, Auto Mechanic, Wooster, Ohio."

7 Give people free bonuses when they order your

product or service. The free bonuses could be

books, jewelry, reports, newsletters, etc. Make

their bonuses sound extra valuable by listing their

retail value, either separately or together in one

amount, or limiting how long you will offer the

bonuses.

8 Allow people to make money reselling the product

or service. Tell people they can join your affiliate

program if they order. You could pay them per sale,

per click, per referral, etc. Just provide them with

proven and tested marketing materials, detailed

statistics and plenty of affiliate training.

9 Offer free 24-hour help with all products you sell.

Allow customers to ask you questions by e-mail, by

toll free phone, by free fax, etc. If for some reason

you can't offer this service, answer their questions

and concerns as soon as possible. You could also

let them know you received their message and you'll

get back to them as soon as possible.

10 Provide free shipping with all orders. If you can't

afford it, you could offer free shipping on orders

over a specific dollar amount. You could also offer a

rebate on their shipping costs. Most customers most

probably won’t send in the rebate card unless it's a

huge shipping cost, for example, $30 or more.

Chapter 3

11 Give away a free sample of your product. You

will gain people's trust when you allow them to try

out a free sample of your product. If they like it they

won't hesitate buying it. Your sample should only

give them a small taste of what's in it for them if they

buy.

12 Offer a buy-one, get-one-free deal. If you sell

more than one product, this type of deal works great.

People will feel they are getting more for their money

and will order quicker. You could also offer them a

‘buy one, get one half’, ‘buy two, get the third one

free’, ‘buy two, get a free watch’, etc.

13 Increase the number of visitors who revisit your

web site by publishing a free course right on your

site. Just release a new lesson once a week. You

could even offer a live chat room class every week

or a class published on autoresponder.

14 Make sure your graphics load correctly on your

web site. Broken graphics will make your business

look very unprofessional. That also goes for broken

links and slow loading graphics. People can find

other web sites to visit with a click of a mouse.

15 Avoid using scrolling marquees on your web site.

They take the attention away from your ad copy and

make your web page load slower. Just type the

message on your web site. You can highlight it with

flashing, color or bigger text.

Chapter 4

16 Make the text on your web site exciting to read.

You can use emotional words, descriptive adjectives,

highlighted keywords, exclamation points, etc. You

can also get your prospects excited by showing how

much passion and excitement you have for your

product or service.

17 Remember to reach out and touch your visitors

offline. When your visitors give you offline contact

information, use it to send them some non-selling

greeting card by mail, a friendly phone call, a little

gift, etc. This is actually pre-selling them back-end

products because when you eventually try to sell

them one, they will be more receptive to your offer.

18 Use guest books to improve your web site. Your

visitors will leave good and bad comments. Review

the comments and use them to improve your site.

You can find out critical things, like how people like

navigating around your web site, if the design looks

professional, etc.

19 Regularly check and resubmit your web site's

search engine rankings. They can drop very quickly

because of all the competition. Keep informed of

new search engine strategies by visiting informative

web sites, subscribing to related e-zines, buying

search engine how-to e-books, etc.

20 Divide your product’s price over a period of time

to make it sound less. Offer a payment plan, or show

the per day price. For example, "Only 33 cents per

day!" If it's an information product, you could divide

it by the number of pages, tips, chapters, strategies

or minutes/hours/days it took you to create it.

Chapter 5

21 Promote your products within the content of your

web site. If you write and offer free articles, include

a mention of the product or service you're selling.

You could include it in your resource box or subtly

reveal it within your article if it's related.

22 Update the content on your web site regularly.

You'll want to add new content and update the old

content. People want timely information that tells

them how to do something ‘now’, not how it was

done 10 years ago. That's another reason you

should constantly be educating yourself.

23 Ask visitors to subscribe to your e-zine. It's a

good idea to also give them a freebie when they

subscribe. Once they are subscribed, they might

read your content, see your advertisements, join

your affiliate program, buy advertising, revisit your

web site, etc. The benefits are endless.

24 Have them sign up to get access to download

a free e-book. The subject of the e-book should

be related to your target audience. You could have

them sign up to a opt-in list or your regular e-zine.

The e-book should have high perceived value so

they'll take the time to sign up.

25 Give your visitors a free membership inside

your Members Only web site. Have them sign up

to receive a user name and password. You could

create a Members Only e-zine to capture their

e-mail address and membership updates so they

will revisit your web site again and again.

Chapter 6

26 Hold a free contest or sweepstake at your web

site. Ask them to give you their contact information

to enter. Just get their permission to send them new

product offers. You could also announce the winners

to them, as well as sending new contest announcements.

27 Offer your visitors free consulting via e-mail.

Have them fill out a web form to e-mail you with

their questions. When you answer their questions,

include an offer for a product you sell or highly

recommend products that could help them. You

could join the product’s affiliate program to earn

commission if they take your advice.

28 Hold an interactive poll on your web site. Ask

your visitors to e-mail you their vote or opinion.

You could send them a "thank you" e-mail and also

mention a product you're selling. Tell them to

subscribe to your e-zine so they can see the results

of the poll.

29 Ask your visitors to sign up for a chance to get

a web site award. Have them e-mail you their contact

and web site information. You can e-mail the web-

master and tell him/her if they are the winner or not.

Include your signature file at the end of your e-mail

mentioning a product you sell.

30 Have visitors fill out a survey on your web site.

Give them a free gift as an incentive to complete

the form. You can e-mail the results of the survey

and offer them a free e-book as a gift for

completing your survey. Of course your ad will be

in the free e-book.

The End