

### 3 HIGHLY STRATEGIC BUSINESS TACTICS!

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By Larry Dotson

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#### 1) AFFILIATE MARKETING

When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made.

Don't forget to also sell back end products to your affiliates. You could create an affiliate members only e-zine and include ads to other products you sell. Usually your best customers are your own affiliates.

#### 2) REPRINT/REPRODUCTION RIGHTS

Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.

In addition to selling your reprint/reproduction rights it helps brand your business quicker. It spreads your name or business name without spending your profits.

#### 3) CROSS PROMOTIONS

You could cross promote your product with other businesses' products in a package deal. You could package the related products together and create a new product.

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Another option would be to include your ad for the product you're selling in the other businesses package. In return, you could just do the same for them in your product package.

### QUICK READ SUMMARY

1) Multiply your sales by starting an affiliate program and sell back end products to your affiliates.

2) Sell the reprint and reproduction rights to your

products to brand your business and ignite profits.

3) Cross promote your product with another net businesses in a package or ad insert deal.

### Three Planning Myths

By Denise O'Berry

Are you — like 70% of business owners — working without a plan? Here are three myths that need to be dispelled about strategic planning for small business.

1. It has to be formal — Not so. The value of a strategic plan for your small business is in putting the ideas on paper, creating action steps that will get you where you want to go and implementing those action steps.

2. I'm too small — Not so. Even a one-person business can benefit from a strategic plan. A strategic plan can help you make decisions about time management and budget. Use your strategic plan to help you determine whether to attend an event or advertise in a publication. It's a check and balance tool.

3. A strategic plan is like a ball and chain — Not so. It's your plan. Too many business owners feel like once it's on paper, it can't be changed. Wrong! It should be an active document that gets reviewed and updated at least monthly, if not weekly. You're the business owner, you wrote it, you know what's happening in your market — adjust as necessary.

Denise O'Berry helps small business owners take action to grow their business. Find out more at

Three Planning Myths

Choosing Tactics for Your Web Site Marketing Plan

Your Very First Steps To Outsourcing

Why Don't They Just Get It Done: 7 Performance Tactics for CEO's

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GUERRILLA MARKETING Volume 1

Forbidden Psychological Tactics

GUERRILLA MARKETING Volume 2



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