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5 Unusual Ways to Increase Your Profits

By Jason Mann

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Here are 5 tips to help you increase your profits.

All 5 work for any business and they won't cost you anything to implement.

1. Joint Ventures

Joint ventures offering unlimited profit opportunities for your business. The idea of a joint venture is to partner with a business owner that is not in direct competition with your business.

For example, let's say John sells a book about how to save money at the grocery store. John could partner with certain grocery stores to sell his book at their counters for a cut of the profits.

Joint ventures are perfect for people with limited funds for their business because most ventures can be set up on a profit share basis. In other words, no up front money is spent by you on advertising in exchange you give the business advertising your offer a cut of the profits.

2. Upgrades

Commonly overlooked by business owners, the upgrade is a powerful profit producer. When people buy from your business they demonstrate trust in you and your product. Why not offer them another related product or service and gain those extra dollars for your business.

Upgrades help you service your customers by delivering valuable information they more than likely want from you.

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Some businesses use upgrades as their main profit point. They sell lower priced products to get people to buy from and trust them, then offer a higher priced product (this is where they make the large profit) later on.

3. Using unused resources

As a web user you've probably come across the dreaded 404 file not found pages while browsing around the web.

These pages are a perfect example of tapping into unused resources. Almost all of these pages can be customized to redirect people back to your web site or make a direct offer.

In other words you can place a web page there that says, "Oooops! Either the page you are looking for

has been removed or the URL you visited no longer exists. Use the following link to get back to our main web site.

Your Link here."

Simple, you gain traffic that would have been lost to your 404 file not found page.

Another great use for these pages is to rent them out to advertisers or you can rent out other web sites 404 file found pages and advertise your web site on them.

(HINT: Joint Venture with other sites to use their 404 pages for your sales offer.)

4. Leverage someone else's ezine

People are selling off their ezines left and right.

One way to get around the buying of an ezine is to offer to run the ezine and in exchange you will split the profits produced from it with the owner.

Once you have control of the ezine you can place advertisements for your product in it. Send offers to the list for your product etc ...

It may take some time to find the right ezine and an owner who is willing to work with you on this type of arrangement. But the wait is worth the reward.

5. Use your competitors

Approach your competitors and offer to take their *inactive* customers off their hands. Make a note that these people are wasting their resources and costing them money by not being used.

Offer to send a letter to them offering your product and in exchange you'll split the profits with your

competitor.

Again, you may have to approach quite a few of your competitors because most will not be interested in offering competitive products to their database.

Stress that these people are not making them money at the present time but rather are costing them money.

Ask to make your offer to customers who have been inactive for 4–6 months. This will help you make your point of lost profits for your competitor and the need to gain some of that money back.

Unusual Baby Boy Names – Finding Exotic And Unique Baby Names

By David Buster

Unusual baby boy names and finding exotic and unique baby names can be loads of fun! Rather than giving your baby boy a name like Jacob, John or Harry, you would prefer him have one of the more exotic and unique baby names.

There are several ways to find unusual baby boy names. Here are some suggestions:

1. Start with the most popular names being given to baby boys. For parents living in the USA, you can easily find this kind of information by visiting the Social Security Administration's website (click on the link at the bottom of this page to go to the direct link to the SSA baby names search). See which names that are popular are also unusual baby boy names. You can view the most popular names for the past year, boy names given since the year 2000 or by decade in the previous century. It may surprise you how many exotic and unique baby names you can find this way.

2. Look at your own family names and see if using any name combinations create unusual baby names you like. Ask other family members for their suggestions, even invite your friends to give you their opinions. Does a relative have names you like? Do be careful if the names are already used. Ask other family members to be sure your favorite unusual baby names are not given to relatives. It can become confusing in families when two people have the same names.

3. Consider the unusual baby boy names used in the classics. Literary classics are a great source of exotic and unique baby names. Be careful when considering modern names used by this years top male movie stars. Will that popular actor still be in the headlines 3, 5, 10 or more years from now? By using the classics for possible names, you know that these names have withstood the test of time.

4. Visit your local library or bookstore and browse the pregnancy and parenting sections. You will likely find several books in various price ranges that provide you with many unusual baby boy names to consider.

5. Search for exotic and unique baby names online. There are many baby websites with listings and resources for baby names.

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Remember, your child's names will be used their entire life, so think how their names will sound and feel once they are grown. Do not let the joy of their infancy cause you to give them a name that they won't be proud of once they are older. Stay away from funny names. Choose his name carefully, a name that will have meaning and significance to you and your child.

Have fun and enjoy viewing and choosing your child's names. Provide them with unusual baby boy names that will add to their success and happiness in life. Take your time and find names you truly love. You will find at some point, there is no doubt about what your new baby boy names will be. When it happens – congratulations! Enjoy and celebrate the moment. You will know it was worth every minute spent looking for unusual baby boy names for that unique and very special person.

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See

and access the Social Security

baby names listings. David Buster is VP of InfoSearch Publishing and the webmaster of

– visit the website for nursery ideas, decorating ideas in kids

bedrooms, playroom design ideas, playroom storage ideas and more.



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