

"7 Dirt-Cheap Tactics To Ignite Your Online Sales!"

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**By Michael S.L Bombard**

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1. When in a bookstore, leave your business card within the first 4 pages of books related to your target audience. If they're interested in the book's subject, they'll probably be intrigued by your business card as well, and visit your website, call you, email you, etc.

Off-line generated prospects are also proven to be more likely to buy once visiting your website, in comparison to prospects generated online. Kind of like playing "hard to get" I guess.

2. Use an email "header" to immediately remind prospects of the benefits you offer. A header is just like a signature file, but at the very top of your email.

You can use a simple 2-3 line header, stating who the message is from, and a short one line advertisement for one of your websites. Place headers in your newsletters/ezines, autoreponder messages, mlm prospecting emails, etc.

Note: This can also be a great way to "test" your headlines and it works like crazy! I mean it.

3. Write high-quality, information intense articles for more free publicity. Hey, if you have the time to write them, people almost always have the time to publish them for you and create a storm of free exposure!

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One article a month from your fingertips could mean an extra \$200 a month addition to your bottom-line, or easily more. For the few hours it takes to write and distribute, it's more than worth the work. Like Simon Baxter said "Get your name out there as someone who knows where it at!"

4. Implement a simple form of viral marketing. There's many great ebooks on the Internet that you can get free, and brand with your website's URL and contact info. This is a phenomenal way to build an opt-in email list fast, and promote your website on the backend.

My personal favorite has always been the "TrafficVirus"

edition by Jimmy D. Brown – available free at:  
[http://www.roibot.com/w.cgi?R39995\\_TV3](http://www.roibot.com/w.cgi?R39995_TV3)

5. Barter, trade and partner-up for profits. You could trade for traffic, ezine ads, products, services, etc. Bottom line: You can boost your sales without spending a penny more. Get creative and exciting things can happen.

6. Write your own ad copy for affiliate programs. Spend some time creating your own unique, powerful ad copy in order to "stand out from the crowd". This will leave the other affiliates in your dust and give you a strong advantage over your competition.

7. Get an inexpensive, custom-made sticker advertisement for your vehicle's rear window. Why not? State your USP (Unique selling position) in BOLD letters with your website address below it. Think about how much driving you do sometimes, and how many people will see that sticker!

Michael S.L. Bombard <http://www.MarketingBlaze.com>

### **Buying A Cheap Diamond Engagement Ring**

**By Low Jeremy**

Face the facts. If you are looking for a cheap diamond engagement ring, better be prepared to find a not that cheap diamond engagement ring. Engagement rings are expensive as it is and wanting one with a diamond on it is enough to dry up anyone's pockets.

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Still, if you are really that determined to buy one in such a limited budget, here are some tips that may help you in your search. These may not of course guarantee success but at least you will not be getting any headaches while you scour the metropolis.

Set a realistic budget.

As mentioned before, diamond engagement rings are pretty costly. Finding one that is dirt cheap will be next to impossible. Save yourself a lot of headache by setting a budget that would actually allow you to buy a diamond engagement ring.

To do this, try looking at the prices in jewelry stores, both upscale and those that are in the mid-range. Ask about the specifics such as the carat, the color and the clarity. Compare prices and then decide just how much is the cheapest one. When you have already determined that, try looking at what you have saved up. Is it enough?

Thrift stores

There are stores that specialize in selling second-hand stuff. Try looking at these stores and find out if they are selling used diamond engagement rings. You can also try joining garage sales or estate sales. Here you will find great stuff. Who knows, you might even come across antique engagement rings that you or the person you'll be giving it to will love.

Surf the Internet

There are also online stores that sell diamond engagement rings. Some are brand new while some are already used. You can also try eBay and see if their price range is within your budget. Be careful though as some items are up for bid and you may end up paying more than what you have in your budget.

Try other gemstones

Although diamond engagement rings are really great, if you really cannot afford it, why waste the effort. Engagement rings set with other precious stones will also look great on the fingers of your loved one. Sapphires, amethyst, topaz and even rubies make great engagement rings. One thing that you can also do is to match the color of her eye with the gemstone. You can also buy multiple colored gemstones, even with a small diamond on it. This is less expensive.

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