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**7 Powerful Marketing Tips To Ignite Your Sales**

**By Ken Hill**

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1. Publish an ezine. Your ezine will give you a very effective way to get more repeat traffic, build up your credibility, and increase your sales.

Make your ezine into a source of useful, original information by writing your own articles or by providing your subscribers with your own tips and advice.

This will help you to build up your subscribers' confidence in you, increase your sales, and increase the power of your recommendations when endorsing the products of affiliate programs you've joined to your subscribers.

2. Create ebooks.

Your ebooks will help you get more repeat traffic to your site and can also be used as a bonus for subscribing to your ezine.

Your ebooks could be a collection of your articles, resources, interviews with experts in your field, or you could write up a tutorial or guide that focuses on the needs of your target market.

Offer your ebook on your site and submit it to ebook directories.

Also try participating in ebook swaps where you agree to offer another webmaster's ebook on your site in exchange for her offering your ebook on her site.

3. Offer an affiliate program to your visitors and customers.

Make your affiliate program more appetizing by paying your affiliates a high commission, and by offering them plenty of resources they can use to start referring sales to you.

For example, you could provide them with sample ads, recommendations, and banner/button ads.

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You could also provide them with your articles that they can post with their affiliate URLs in your resource box as well as ebooks that they can rebrand with their affiliate URLs and give away to their visitors.

### 4. Track and test your promotional activities.

Tracking your promotional techniques will increase your profits by ensuring that you know exactly which methods work best in getting you more new business.

Tracking your promotions will also help you to identify which techniques are ineffectual in getting you more sales, saving you time and money.

### 5. Develop a unique selling proposition (USP).

Your USP should be a single benefit that only you offer your customers or that your competition has failed to stress or point out to their prospects.

Your USP could involve your price, service, your money back guarantee or your USP could focus on your visitor's self worth.

Your USP could also focus on how easy your product is to use, understand, or that it saves your customer's time.

You can also create a unique selling proposition for your ezine to put your ezine ahead of it's competition.

### 6. Use autoresponders to promote your business.

Autoresponders are a great tool that you can use to offer your visitors email courses or multipart reports that deliver to your visitors excerpts of your informational product.

Autoresponders with a broadcast feature can also be used to create your own mailing lists such as your own ezine or a list that announces when your site has been updated.

### 7. Set up reciprocal links with other webmasters.

Create a page for your reciprocal links and link to it from your main page.

Offer useful sites on this page that compliment yours along with descriptions of these websites.

Place the link to the other webmaster's site on this page along with your description of their site before contacting them about exchanging links.

Always, offer them the chance to change their listing's description after reviewing it.

In addition, to setting up your reciprocal links page, you can also exchange links by swapping articles with other webmasters.

This will not only help you to attain more traffic to your site by getting your articles published on other websites, but will also help you to provide your visitors with useful content which will help you to get more repeat traffic.

### **How To Re-ignite the Fire in Your Relationship!**

**By Laura Ferrell**

Couples that are together for a while sometimes suffer from passion burn out.

Are you a victim of passion burnout?

If you no longer have the desire to jump all over your partner whenever they walk through the door, and find more things to complain about than compliment, you may be headed down the path of trouble.

Techniques for Re-igniting Passion

So what can you do to re-ignite the passion in your relationship?

Plenty!

Probably the first thing that burns out of relationships over time is spontaneity. Variety is the spice of life however, and you need to keep a bit of the unexpected in your relationship in order to keep the passion alive.

How can you re-ignite spontaneous behavior? Try doing things out of the ordinary. Take a half day off work and surprise your partner with take out and wine. Consider a new hair cut or rent a risqué flick. You need only change your routine slightly to infuse new life into it and re-ignite that initial curiosity that existed when you first met.

There are plenty of other things you can do to re-ignite the passion: Take turns rubbing each others feet. Believe it or not there are literally dozens of erogenous zones in the feet. Try a pedicure, keep those soles looking attractive and take turns discovering your partners passion spots. Send you partner flowers, not because it is a holiday or occasion but just because you love them. Include a note telling them exactly what you would like to do with them when you get home. Buy some champagne and have mimosas for breakfast and sex for desert. Then stay in bed the rest of the day complimenting each other. Take a shower together. Let your partner know you feel wild. Start dancing and stripping off your clothes. Hold hands when watching TV together. Go without underwear for the day, and be sure you announce it to your partner. Talk dirty. Buy some flavored condoms, wrap them up and leave them in a conspicuous place where your partner is sure to find them. Buy some edible body paint and paint your partner.

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The list of things you can do to re-ignite the passion in your sex life is inexhaustible.

### A Word on Communication

One last thing... if you find yourself keeping your thoughts and desires a secret your sex life is going to suffer. Be sure to open up and tell your partner how you feel each and every day. Open communication

is essential for a solid and passionate relationship.

Laura Ferrell is the author of the best-selling ebook *\*Sex Secrets Exposed!\** Discover how to have mind-blowing sex that will bring your love back begging for more, time after time! See:

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EMAIL HELPS YOU MAKE THE SALE

Secret Formulas for Writing Headlines That Sell

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