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9 Sneaky Steps to Multiplying Your Infoproduct Sales!

By Harmony Major

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Tired of sitting around twiddling your thumbs, waiting for that next sale to shake you out of a boredom-induced stupor? This article will reveal a simple 9-step plan to help you multiply your product sales in just a few weeks.

1. Make sure you have a hard-hitting headline on your sales page to draw your visitors in.

I know, I know. This point is SO played out. But, I'd be a bad, bad tutor if I didn't at least mention it. Need help crafting a sure-fire, order-pulling headline? "Hmph! Not ME!" you say? Okay, so let's pretend. ;-) Check out the following truly outstanding resources for help writing a sales-boosting headline:

Great Headlines Instantly!

<http://www.hypertracker.com/go/emag/ps/>

Writing Effective Headlines

<http://eagle.cc.ukans.edu/~editone/heads.html>

How to Write Headlines that Make Sales Soar!

<http://www.whosclickingnow.com/headlines.htm>

Publicity Tips: Creating Captivating Headlines

<http://www.mindconnection.com/library/business/headlines.htm>

2. Take 5-10 brief (1-2 paragraph) tips from your product, and cut them down to the bare bones best parts.

9 Sneaky Steps to Multiplying Your Infoproduct Sales!

You don't want to be giving away the only "secrets" from your excellent infoproduct. Make these tips powerful and informative, but don't give away the farm. The purpose, (as you'll soon see), is to convince your visitor that they **NEED** your product -- not to simply provide CliffsNotes for it.

3. Sign up with a reliable follow-up autoresponder, free or otherwise.

Ideally, you'll need one that gives you up to 10 follow-up messages -- one for each mini-tip that you created above, minus one. (i.e. If you have 9 tips, you need to be able to send at

least 8 follow up messages.)

Program your autoresponder to send that number of follow-ups, and make each tip its own follow-up message. Send your tips out about 3-7 days apart, depending on how many you have. The more you have, the more frequently you send them. Just don't harass the reader. ;-)

If you need an autoresponder, try either of these:

<http://www.AutoBots.net>

<http://www.Biz-Reply.com>

<http://www.AutoRespond.com>

<http://www.GetResponse.com>

<http://www.SmartAutoresponder.com>

4. Put a brief sales message at the bottom of each mini-tip.

You don't want this to be a sales **LETTER**. Basically, have it resemble a resource box that you'd see at the end of an article. The purpose of this sales message is to remind the reader of what your product is, and of any special bonuses or discounts that you offer, and to get them back to your site to order your product.

5. In your final autoresponder message, offer your readers something special for finishing your e-mail series.

You want to reward the visitors who haven't cancelled your follow-up messages at the end of the message run, as these people have just become your hottest prospects! They were obviously interested enough in your product to keep reading your tips, and with the slightest extra push, they just might still buy.

9 Sneaky Steps to Multiplying Your Infoproduct Sales!

Make the bonus time-sensitive, to increase the likelihood that people will buy. You can offer an article-length bonus report on your product topic, a list of 25 (or however many) links to top-notch resources as an add on to the product, or anything with a high value. Just be sure to make this bonus **exclusive** to the people still on your list, and NOT available to the general public.

TIP: If you use the resource links report as a bonus, you can usually find some really great and rare finds right in your own bookmarks. Quick report!

6. Get a "smart" pop-up code for your sales site.

You want a little box to pop up when visitors leave your website in order for them to sign up for your mini-tips. You CAN use a

small notice at the bottom of your sales page for people who've decided not to order, but a pop up box would probably work best.

You don't want the box to pop up when people are navigating your sales site -- only when they're LEAVING that particular domain name altogether. I'm not sure where to get a code like this, but I have one if you're interested. I'll give it to you for joining my ezine. ;-) Just e-mail me with the same address you use to subscribe, and let me know you'd like the code. It's yours!

7. Create an ezine sign-up box in your pop-up window.

You can kill two birds with one stone here. If you have an ezine, tell your visitors that they'll get X number of free tips taken directly from your product when they subscribe to your ezine. As soon as I implemented this technique on one of my own sites, I started getting 15-50 **additional** ezine subscribers every day!

By using this method, not only will you get more **pre-qualified** subscribers to your ezine, but you're also following up ACTIVELY with these visitors with your mini-tip series. (You're following up with them **passively** with your periodic newsletter.)

8. Set your pop-up box to appear only once, when visitors are leaving your sales site.

It's best to also put another testimonial in the window, right before asking them to subscribe to your newsletter for the tips.

9 Sneaky Steps to Multiplying Your Infoproduct Sales!

See how I did this at: <http://YahooSecrets.com/leaving.html>

To add these visitors to your newsletter and your mini-tip series at the same time, simply put your list host's subscribe address AND your autoresponder address in the "Recipient" field of your form. (If you need to screen your addresses for names like I do, this won't work. You may need to enter subscribers in manually.)

9. Test your follow-up messages, your sign-up form, and your pop-up box.

This is a given, but I thought I'd list it just in case. I know how easily I forget to TEST to be sure my newfangled promotion will even work before I start using it. In all the excitement, sometimes we overlook the little things.

Be sure your messages are formatted neatly, your sign-up form is subscribing people to your follow-up series AND your ezine (if applicable), and your pop-up box is only appearing when people leave your entire website (NOT your sales page).

As soon as I started using this method of follow up, I increased my sales. You won't be able to notice the benefits from this immediately. Instead, you'll need to wait a few days (or weeks) while your follow-ups are doing their job. In time, you should see more sales of your infoproduct, and more sales from your opt-in list as a result of more highly qualified subscribers.

Harmony Major is the author of Yahoo! Secrets, where she reveals how a few days of work can guarantee HUNDREDS of unique visitors— customers! — to your site each day, for life. NEWSFLASH: Take 30% OFF for a limited time! Reserve YOUR copy of the #1 Yahoo! guide online at:

Ebook Rebranding – The New Ebook Marketing Power?

By Joe Lee

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Second technique is to charge people certain fees for them to rebrand your ebook. In other words, you are selling the rights to rebrand your ebook. This is particularly the case when you have no choice but to promote a single tier affiliate program. To make your offer more enticing, sell them the master rebrand rights.

Yes, I know you may be wondering why I said so. I'll quote you an example to illustrate this.

Say Joe buys the master rebrand rights and distribute your ebook to everyone he knows. Then, whoever wants to rebrand the ebook Joe gives away, he or she has to pay Joe instead of you! Sound interesting? In such way, your readers are more willing to rebrand the ebook because it earns them more profits. I would definitely love the idea of me charging the people fees instead of you.

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So, start creating your own infoproduct with links to good affiliate programs TODAY and success is just right on your doorstep!

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Impair Healthy Healing In People Over The Age Of 30!