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How To Get Celebrities To Endorse YOUR Product

By Louis Allport

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How would you like celebrities to endorse your product?

Perhaps that sounds crazy. Well, here's the info...

But before anything else – let me stress that when I say "celebrities", I'm not talking about Tiger Woods or Tom Cruise!

Who I'm talking about is celebrities in YOUR market. People who are very highly thought of and well known in the market you're selling to. People who your target market look up to.

Take this real life example:

An online publisher named Alex was just about to launch an information product revealing psychological sales tactics.

However, even though his product was of the very highest quality, Alex was looking for something "extra" that would increase sales of the product even more.

What Alex wanted to achieve is to boost *credibility* in the sales message presenting the product. So visitors to his site would actually believe what they read, and therefore be a lot more likely to buy.

Now, since the product Alex was selling was revealing sales and marketing tactics, it would of course be purchased by people interested in selling more online.

So who better to give Alex a testimonial than a world famous marketing expert?...

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Alex managed to get a testimonial from none other than Joe Sugarman – hugely successful direct marketer and famous for his BluBlocker sun glasses infomercials.

So – how do YOU go about boosting your own sales with testimonials from celebrities?

Well, let me firstly stress that unless you already have a relationship with the person (you know each other), there's a strong chance they won't reply to you. They may, or they may not. So be prepared for that.

Sending them an email is quick, but I get 200+ emails a day at the moment (spam included), and that's on the low end compared to the number of emails some people I know get.

So email may work if you're looking for a testimonial from a celebrity in your market, but don't hold your breath.

How about a phone call? It's worth a chance, but then again the person you're trying to reach may have a secretary, and what are your chances of getting past them with a testimonial request?

Or of course you could always send them a good ole fashioned "snail mail" letter, preferably including a complimentary copy of your product.

Will this work? Well, it will definitely help get their attention. You may want to contact them via email initially asking them for their postal address so you can send them a review copy of the product.

By doing that initially you're sure to get the right address, and it helps put a mental note in the person's mind that they're going to receive a package from you soon.

Or here's an almost fool proof way: why not buy time from them? Especially if they offer consulting already. It doesn't guarantee they'll offer a testimonial, but if your product's great, chances are they will.

So let's say you've got the product in their hands, and they like it. Here's the last step:

Make it as easy as possible for them. The people you contact are very busy, since that's how they got to where they are.

So what you need to do is write the testimonial for them. And once you've done that, send it over saying "I've included a potential testimonial outline for you. If you would be happy to offer a testimonial for the product, please feel free to change this draft testimonial as you would like to."

Now I can't guarantee you'll get testimonials every time you try, especially if you're not well known in the market or don't have a relationship with the person already. But if you don't try, you'll never know. And just one or two celebrity testimonials can make a real positive impact on your sales for the long term.

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Louis Allport is the creator of over thirty (and counting) unique and high quality information products selling very successfully online. Louis is directly involved with every step of the product creation and marketing process including finding the market, creating the content, building the marketing process and materials, as well as developing consistent and qualified traffic streams. One of Louis' recent products reveals a proven four-step formula that can make creating best-selling online products a lot more predictable:

<http://www.createoffers.com/new/>

Infomercials – Television Advertising

By TK Healey

Infomercials have been around for along time. Have you ever caught yourself glued to the TV watching and listening to information on a new TV product? We have all seen these ads and I am sure most of us have some of these products in our homes. I know I have several. Wow, will that really clean my floors and make them look new again? Use water to steam away all those germs. Only five minutes a day and you will lose weight! How can you not want to try these products? Only \$19.99 or 5 easy installments of \$29.99.

A number of celebrities endorse these products. One product that has been around for awhile is The Thighmaster endorsed by Suzanne Somers. She also endorses other exercise machines such as torso track, beauty products and even appliances. Suzanne has made a real impression in infomercial world.

Celebrities definitely help these products to sell. These are people we can relate to and if they are endorsing a product and putting their name to the infomercial product it must be worth buying, right?

Some infomercial products have turned the spokesperson like Ron Popeil into a celebrity. Most people know who he is. When I hear his name "Set It and Forget It" comes to mind. Get rid of that fat from your foods and walk away while your food cooks. I have one of his rotisserie and I have to admit I love it! The food comes out real moist and tasty. Ron has come out with a whole line of helpful kitchen products.

George Foreman also got into "Get Rid Of The Fat" products. I also have his George Forman grill which is awesome for making sandwiches, hamburgers, cooking bacon and I find it easy to clean. It seems every year he perfects his product with a new line.

I do like infomercials and get easily drawn in. Sure some are just ridiculous gadgets that we really do not need and just end up in the back of the closet after a few uses. What about the products that you see advertised all the time and have been around for awhile? They must be living up to their ad and do what they say if some many people are still purchasing.

Television is a very powerful way to advertise a product and have it endorse by a celebrity and the product can become an instant hit. The internet has become another tool for advertising these products. The web makes it even easier for us to purchase. If you walked into the tail end of an

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infomercial you can find out more about it online. Do a search for the product name and you should be able to find it on the web. You can even find sites that have short clips of the product in action. What will be the hot As Seen On TV Product this year????

TK Healey chief editor for SurfTilYouDrop® a consumer based website focusing on products. Tv product reviews, personalized searches, video clips and more visit

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