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**Instant Cashflow! How To Immediately Create A Surge Of New Orders For Your Business!**

**By Wes Blaylock**

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With these economic downtimes among us, it sometimes feels like we are very overworked, and underpaid in our Internet businesses.

Costs are still the same, but sales are lagging. This alone is bad enough for your business, aside from the depression that could set in and cause you to be less productive.

So to step aside from that and get your business back to creating the type of income that you are used to, even when people just aren't spending as much, here are a few tactics to create instant surges of cash, with very little work.

1. Run a "clearance" sale

This is an easy one. Simply run a special sale on one of your products. Here are a few ideas:

- We're Over-stocked so you can order at 20% off...
- The manufacturer gave us a good deal, so we are passing the savings on to you...
- We have a warehouse full of already-opened, but perfectly normal products that we are going to sell for half off..Only 54 units are available...

## 2. Offer an extra bonus

Here is a simple idea. Create a new, exclusive bonus to offer to everybody who orders within a certain time frame.

This bonus can be an audio interview with a recognized industry expert, a special report, a new gadget, whatever.

Tell them that they can get this special new bonus if they order within 5–15–20 (or however long you want to give them) days from today.

If your bonus is of high value, many people will order your

product just to get the bonus. Either way, you still get the sale.

## 3. Joint venture to increase value

You can joint venture with a complimentary product owner and offer each others products as a package for the same price.

So if I sell a product for say \$39, and you sell one for \$39, my traffic and your traffic can get both products for \$39 if they order within a certain time frame.

This is more drastic, but *\*definitely\** gives you an instant surge of new orders. You can usually get these kinds of deals quickly when the JV partner sees the instant potential it can have.

You don't want to de-value your product by doing this though, so you have to make it quick. Set it up to only last for 3 days or so, email your opt-in list about it, then take it down.

## 4. Special discount

Offer some sort of special discount related to current events. A holiday discount, a sports discount (like the baseball world series), or whatever..

Maybe there is a big fuss about something in your industry that will give you a good reason to offer a limited time

discount.

Use your imagination! You can come up with all kinds of ways to give a "special" discount, only available to a select few.

I have a friend that runs a special promotion for every single U.S. and international holiday. Last time I talked to him about it, he said it puts an extra \$20–30k in his bank each year at the least.

5. Offer personal help to the next X people that order

I have done this one a few times. Offer your personal help for the next X amount of people that order.

You can give free email advice, set up a discussion board or even give phone consultations (if you have the time).

If I am selling a weight loss report, I may say:

"For the next 50 people that order, I will personally help you create your diet plan and guide you through my system at no cost.."

You can do this promotion often, as you can limit the amount of people that you accept each time. This allows you to stop the promotion, and clear the workload, then restart it.

Be sure to explain how they will be able to get your personal help (i.e. email, phone, etc..) so that they don't make the wrong assumption.

There are plenty of ways to instantly get a rush of orders, these are just a few. Notice how they all are either limited time, or limited by the number of people who order.

Putting a time limit, or unit limit on special offers (or any offer for that matter) is a surefire way to increase the response of your offers. Doing this will result in a bigger surge, much quicker!

BUT, stick true to your word. If you say you are only giving the special offer for the next 5 days, then do not let anybody order after those 5 days are up. Otherwise, you risk your credibility.

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So create a few ways to make some special offers to your opt-in list, or customer list and see if you can't get your cashflow back on track!

Wes Blaylock is the creator of the Instant Visitors Private Program that'll Show You How to Quickly Generate Hot- Hungry, Targeted Traffic! Inside you can look over his shoulder and see exactly how he rolls out marketing campaigns each week! Click Here For Complete Details:  
<http://www.InstantVisitors.com/>

### **The Instant Entrepreneur**

**By William Cate**

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The Instant Entrepreneur

By William Cate

Published July 1998

[<http://home.earthlink.net/~beowulfinvestments/>]

[<http://home.earthlink.net/~beowulfinvestments/globalvillageinvestmentclubwelcome/>]

If you create a startup national company, you'll spend most of your risk capital trying to find customers. Ninety-eight percent of the time, you'll fail.

You may have a great new product or service that everybody needs. Nevertheless, the world still won't beat a path to your door. You won't generate hordes of customers without spending tons of money and years of your life.

Your alternative to creating a startup company is to do a turnaround. This means rescuing an existing business on the verge of failure. You'll buy the company for pennies on the dollar. You'll make it profitable, within a year. You can find turnaround information at your local business library. You can surf the Net for turnaround information. You must get a feel for the turnaround process before you try it. To succeed, you must avoid the mistakes of the current business owners.

Pick your turnaround company carefully. It should have a loyal customer base. It should make a product or offer a service compatible with your startup company plans.

Your first goal is to make the turnaround company profitable. The basic steps are reduce your overhead and expand your market. List your shares with the help of CFG [<http://www.capitalfundsgroup.com>] Move your share

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price to ten dollars. Use your stock to buy CASH-PRODUCING assets.

Once your company has strong cashflow, launch your great new product or service. Your initial buyers are your turnaround customers and the customers of your public company's acquisitions. Invest your profits into marketing your new product or service. Build your corporate revenues to a hundred million dollars by expanding your customer base and acquiring stronger cash-producing assets for your public company. You can complete the process in 5-7 years. Sell your company at Market Capitalization and join the "Rich and Famous" or repeat the process.

The Instant Entrepreneur Strategy gives you the cashflow to sustain your corporate growth. It gives your company the credibility to raise money. It makes entry of your new product or service into the market less expensive, because you are selling your new product or service to your EXISTING customer base.

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