

# MarketStorm



## **SALES LETTERS AND FREE OFFERS**

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# 7 Rules To Follow For The Perfect Sales Letter



As online marketers, we aim to write sales letters that will keep readers engaged and interested, and most importantly, is able to convince them to purchase our products or services. To help you out with regards to this area, below are 7 rules to abide by to compose that perfect sales letter for your online business.



## Rule 1 – No Distractions.

The biggest problem with most people's sales letters is that they're confusing, or has too many distractions - which comes in the form of having the reader click on a load of stuff to see other stuff. I understand if you have a multiple product site, that may be some sort of membership that offers more than one service for example. If all the products and services are related, great. Place them in bullets on the same page allowing the reader to skip over if they're not interested. If the products are totally unrelated however, it might be time to take a look at how you're selling them and consider splitting them up into separate focused sales letters and sites. That's another issue entirely though. For now, just remember to try and keep everything on the same page and don't divert the readers off to five or six different areas to see the



benefits of each part of your product. It's plain confusing, and loses sales, big time.

## Rule 2 – No Constraints.

Don't let yourself be constrained by length. A small list of features planted on a page is no match for a longer, properly structured letter. Back when I first started, I wrote this really long sales letter. I was not confident about it as my target audience were busy people, so I created this list type sales letter that I thought would do so much better, and ran a split run test with the very long and very short versions. A week and a

half and twenty five new signups later from the long sales letter, and still staring at a blank from the shortened version, I had to actually check of everything was working correctly because the short version was performing so badly. I never went back. Thinking that short sales letters would outperform my long ones was probably the most profitable test that I've carried out with regards to sales letters. Without the testing though, based on the untested and incorrect assumptions at the time, it probably would have been the most expensive.



### Rule 3 - Four Elements Of A Successful Sales Letter.

Your sales letter should only ever be doing one of four things. Enforcing your expertise, enticing people with benefits, crushing fears and doubts about your product, or asking for money. When you're done writing, take a read through your sales letter and see if you can spot the points at which you may have deviated from your original objective, and omit them out.

See your sales letter as kind of a bridge. The starting point on one side is the headline, and anyone who successfully gets across the bridge to the other side has hit your order link and purchased your product. All those little niggly bits that have no place, all those distractions, and problem areas are holes. All you're doing is plugging those gaps by removing the unneeded areas and

distractions, and giving the best chance of a safe crossing, which of course means money in your pocket.

So , keep focused, rip out all those irrelevant parts of your sales letter. If it doesn't enforce your expertise, entice with benefits, crush fears or ask for cash, it plainly doesn't need to be there. Plug the gaps. Remove the dead wood. Stop losing customers through the holes.

#### Rule 4 – No Assumptions.

Never assume anything about your readers. It's only natural if you've been around something for a long time that seems simple, obvious, or the norm to you. Remember it's not necessarily the norm for others. Depending on the market you're going after, there's going to be some degree of variation in the type of visitor you get and their previous experience on the subject.

There are many variations of this, but let me give you a few examples. "Inverted commas" is a good one. When you're talking about something in a focused way, coming out with something contained in inverted commas may mean something to you, but could well mean something different to someone else, and is very easily misunderstood, along with sarcasm, irony and slang.

#### Rule 5 - Spice Up Your Sales Letters.

Your writing style doesn't have to be hard sell all the way, but that doesn't mean you can make it boring either. Make it colorful, especially when you're talking about the benefits of your products. Replace some of your descriptive words with something a little more spicy and interesting.

It may sound like hard sell, but not so when coupled with my

favorite writing style, which is typing the way you'd talk. It goes from hard sell TV ad sounding, and changes instantly to have a personal, but excited and confident feeling about it. There's nothing wrong with injecting your own personality either if you want to, in fact this actually adds to your sales letter.

### Rule 6 – Keep It Structured.

There should be a particular structure when it comes to the sales letter. Starting off with the headline, and the sub headline pulling the readers into the letter, then going on with an intro and some reinforcement, proof and testimonials, then benefits of your product, guarantees, damage limitation making the price seem less significant, and then the PS's.

Similarly to the customers coming over the bridge example we used earlier here, notice how

at each stage you're piling on the weight at an ever increasing rate, culminating in the climax and purchase of your product. The look of your product just gets better and better, and faster and faster and faster, picking up the pace and piling on those benefits, crushing those fears and doubts, and then taking your well deserved rewards in the form of a sale.

Never lose that, and never get it upside down. I've seen some backwards sales letters that pile it on for the first screen full, and by the time I'm half way down I'm bored out of my skull because they've run out of stuff to say, and I'm leaving to do



something more interesting. It's the snowball effect of your sales letter, and it works like a charm.

## Rule 7 - Track & Test Everything.

Finally and most importantly, remember to test and track everything. Every single word you've just read has been tried and tested. There's all sorts of additions to sales letters that have been popping up for as long as I've been online. Just remember not to try anything

new unless you're tracking it, because you'll go broke without

knowing what's destroying your sales, and you'll go broke not knowing that the sentence you just deleted was responsible for 99% of your sales.

So there we have it, 7 rules to create successful sales letters. One other thing to remember is that no matter how good your sales letter, if your traffic is of low quality, it won't sell. If this is the case, our sales letter may not be to blame, and no amount of changing it will do any good.



# 16 More Ways You Can Drive Up Your Subscriber List



Frustrated cause it feels like you've run out of ideas to attract subscribers to sign up for your opt-in list? Here's even more ways you try to boost your opt-in subscribers list.



### **The "Unsubscribe" Technique**

Tell your potential subscribers there is no risk as they can unsubscribe at any time, no questions asked. It will remind them even if they subscribe that they can unsubscribe any time if they don't like your list.

### **The "E-mail Me" Technique**

Tell your potential subscribers that you would like to hear from them about how you can improve your e-mailings. You could tell them you regularly survey your existing subscribers for their opinions and what they would like to see from your list.

### **The "Keep It Free" Technique**

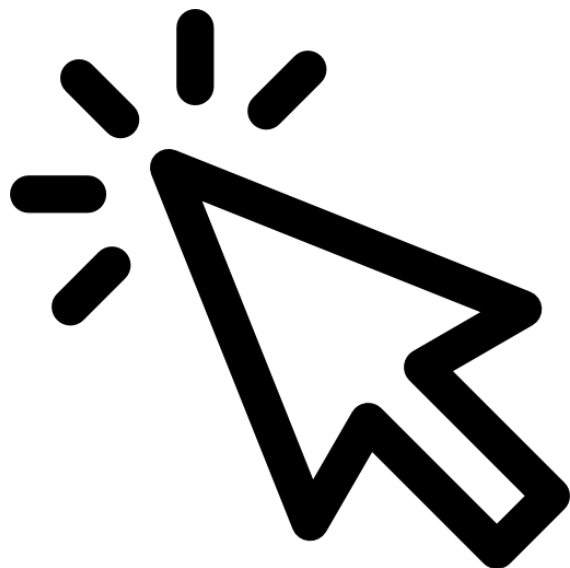
Tell your potential subscribers you may be charging for your content in the future but if they subscribe now, their subscription will always be free. People will want to subscribe quickly so they can lock in their free subscription.

### **The "I'll Pay You" Technique**

Tell your potential subscribers you will pay them to subscribe. You could have a "subscribers only" affiliate program for one of your products. They will feel privileged and know they will have less competition to make commissions.

### **The "Easy Form" Technique**

Tell your potential subscribers how easy it is to subscribe. Remind them they only need to type their first name and e-mail address or say all they have to do is send an e-mail to a certain subscription e-mail address.





### The "Budget It" Technique

Tell potential subscribers about your content in free advertising locations. It could be free classified web sites, forums, blogs, chat room profiles, e-mail discussion lists, list building sites, give away sites, etc. Most of the locations you can just add a signature ad to your post.

### The "Subscribers-Only" Technique

Tell your potential subscribers they will get access to a free subscriber-only community. It could be a forum, message board,

chat room, blog, etc. Your subscribers will feel special and privileged to only have access to it. They will like to communicate with other people that are interested in the same topics.

### The "Barter Everything" Technique

Tell other e-zine/list publishers or web site owners you'll trade ads with them. It could be classified ads, text links, top sponsor ads, solo ads, banner ads, autoresponder ads, thank you ads, pop up ads, etc.

### The "My Advice" Technique

Tell your potential subscribers you'll offer free consulting via e-mail if they opt-in. This is similar to customer support but their questions will be more about the topic of your list. You may want to train and hire someone to answer all the questions or set up an e-mail ticket system.

### **The "Snooze You Lose" Technique**

Tell your potential subscribers you will be offering a certain free bonus to the next 1000 subscribers. If they want the bonus, they will subscribe. You are also persuading them to subscribe right away with your limited time bonus

### **The "Famous Guest" Technique**

Tell your potential subscribers the names of the guest authors that contribute articles or content. You could even list some of their professional accomplishments and credentials. People may subscribe just to learn more about them and their knowledge.

**The "Full Of Help" Technique** Tell your potential subscribers that each issue is full of helpful web site links and resources. People

want to learn about new web sites, resources, products, information, tools and advice that will help them accomplish their goals.

### **The "Total Them Up" Technique**

Tell your potential subscribers how many subscribers you already have. People will see how many subscribers you already have and if you have a lot, they will know your list is good. They will feel they are missing out if they don't opt-in.

### **The "People Care" Technique**

Tell your potential subscribers what their friends or family might say or think as a result of them opting-in. People care about what their friends and family think. For example, you could say: "Imagine how your kids will feel when you can afford the new pool?"



# Building Your List

To create your subscriber list, you will need to start with an email account. You probably don't want to use your personal account because it might become too difficult to manage both your personal communications and interactions with subscribers. So you should consider opening a new account with one of the big email providers, such as Gmail or Yahoo.

If your business already has a name you should use this as the name on your new email account, provided if it is available. If you don't have a business name or your name is taken, try to pick something related to the



niche you will be working in, for example

LoseWeightFast@gmail.com or DiscountSportsMemorabilia@yahoo.com.

Next you will need a website called an opt-in page that will serve as an entry point for your prospective subscribers. An opt-in page can be your squeeze page – in which you give away your Lead Magnet Report (LMR) – or it can simply be a place for visitors to opt-in to your business or service, such as contacting you for a free consultation or setting up a doctor’s appointment.

If you have never built a website before, it can seem intimidating. But you no longer need to be an expert on writing code or have a degree in web design in order to make a great-looking, high-converting website. There are plenty of

free tools you can use to set up a website in just a few minutes.

One of the best is WordPress. This is an open source site that you can use to build a website for free using their simple online tools, many of which are drag-and-drop. WordPress has existing free and paid templates that you can use to simply add your new content and have a great-looking website. Or you can build an entirely new website on your own using their free tools.

Another option is to hire somebody to build your website for you. There are many





companies that specialize in these types of projects, but they can be costly. You also can hire a freelancer from one of the marketplaces mentioned earlier, which is often a more affordable option.

Regardless of whether you build it yourself or hire somebody to create your website, you will need a domain name and a hosting service.

A domain name is going to be the URL address of your website. In other words, it's going to be the link to where visitors can find it, for example [www.CutePuppies4Sale.com](http://www.CutePuppies4Sale.com) or

[www.GreatBooksDiscussionGroup.org](http://www.GreatBooksDiscussionGroup.org).

There are lots of sites where you can purchase a domain name. Usually you buy it for a period of time, such as a year or 24 months. Although the cost depends on which site you use, what offers they have, and how long your lease it, generally you can expect to pay anywhere from \$9 to \$29/year per domain name.

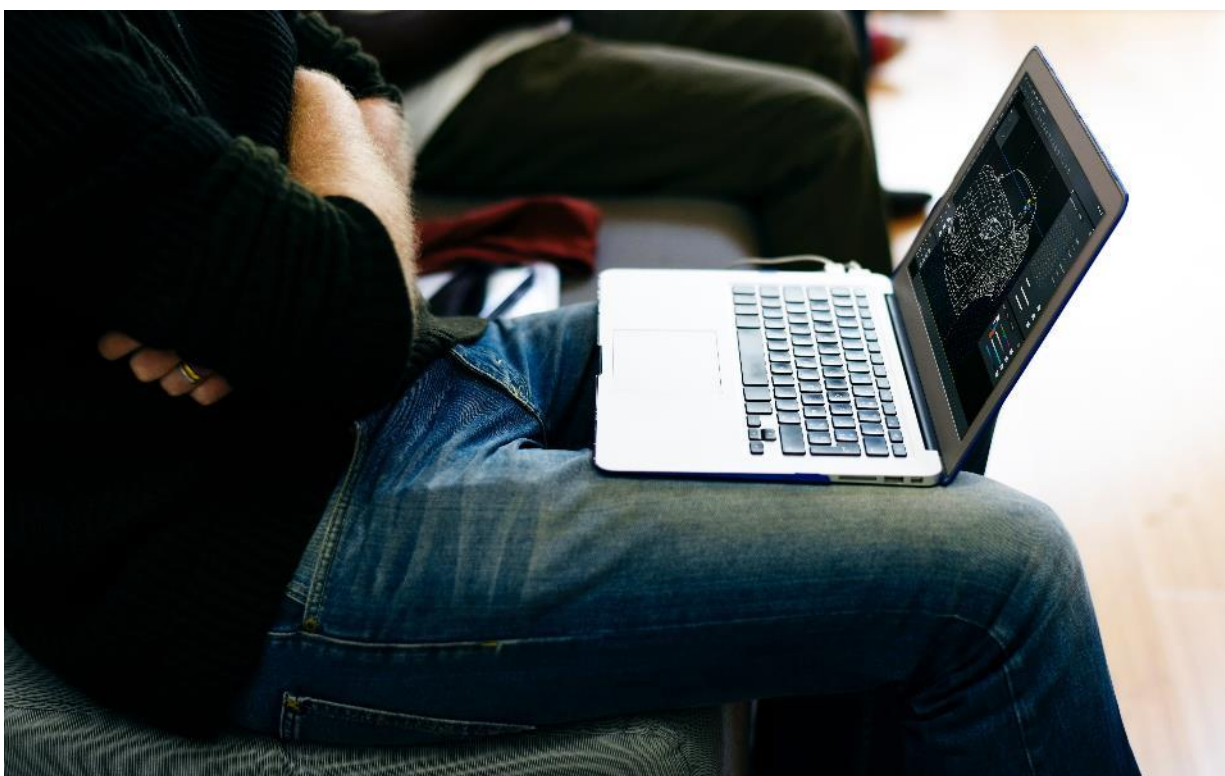
Once you have a domain name, you will need to lease space on a server to host your site. Again, there are many different companies that specialize in hosting websites. Costs tend to range from about \$99 to \$199/year, depending on the size and level of service you require. Once you sign up, simply follow the online instructions to link your new domain name to your hosting service.

Once you have built your opt-in page (or had it built for you), WordPress will ask you to input your domain name as the URL for your new website. When you do this, whenever anybody types in that address, they will be directed to your website.

Finally, you want to load your LMR into your autoresponder and connect autoresponder to your website. Then, whenever visitors arrive on your page and opt-in by giving you their email address, your autoresponder will

automatically take care of sending out your free lead magnet and adding their email to your subscription list.

If your LMR is something people passionate about your niche are going to want to have, your subscription list will quickly fill up with hundreds or even thousands of new highly-targeted subscribers who have already proven that they are interested in the types of products and service you are promoting.



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# Getting Niche Ideas For Your Online Business



Profitable niches are everywhere around you, offline and online. However, the niche you choose should be something you're at least interested in or already know about. You don't need to be an absolute expert in a niche to break into it.

However, it helps to have interest in it since you'll be doing business in that niche every day. If a niche bores you to death, then not only will it be





hard to get motivated to do any work, but your lack of passion will be evident to potential customers and website visitors.

Another thing to consider is to choose only a niche that you feel comfortable with. For example, Gambling niches are very profitable, but you may or may not feel comfortable with it. The same goes for any other niche you may not be comfortable with such as Pay Day Loans. It's lucrative, but if you can't sleep well at night promoting pay day

loan offers, then don't touch that niche even with a 50 foot pole.

Get ready a pad and a pen to make a list of potential niches, as I share with you 8 great resources where you can get good ideas for niches.

### Niche Discovery Resource #1: [Magazines.com](https://www.magazines.com)

For hobby niche ideas, check out [Magazines.com](https://www.magazines.com) and browse the various categories. If there's enough interest in a subject that there's a popular magazine based around it, then you may have a profitable niche on your hands! Also, if you happen to have a subscription to any of the magazines at [magazines.com](https://www.magazines.com), then you can find great niche ideas by checking out the paid ads inside the magazines.

## Niche Discovery Resource #2: Offer Vault

You can search CPA offers that will give you plenty of niche ideas at Offer Vault. One of the best parts about Offer Vault is that you don't even have to search for anything to get profitable niche ideas. Right when you get on the website, you'll see the offers that are paying the highest per lead.

## Niche Discovery Resource #3: Amazon Best Sellers

You can get good physical product niche ideas by checking out the Amazon Best Sellers list. You can browse the best selling products in any category. Another thing you may want to take a look at for niche ideas is the Table of Contents of best selling books by using the "Look Inside" feature on Amazon.com.



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There are excellent sub-niche ideas to be discovered inside the tables of contents of these books.

### **Niche Discovery Resource #4: National Enquirer Ads**

The National Enquirer has the most expensive ad space of any print publication, so pay attention to the ads you see inside each issue you read. If advertisers are paying that kind of money to run their ads, then the offers they're running must be hot. Take a look at what they're advertising in these mega expensive advertisements because where there are hot offers, there are hot niche ideas.

### **Niche Discovery Resource #5: eBay Pulse**

You can get some great niche ideas by checking out eBay Pulse. This site will tell you about the most popular searches and trends on eBay. You can also browse categories and stores on

eBay to search for niche ideas. Their categories section is one of the most in-depth I've seen, so give it a look and see what niches are out there.

### **Niche Discovery Resource #6: Dummies.com**

I'm sure you know about the "For Dummies" book series. If a subject has profit potential, they will come up with a book about it. What most internet marketers don't know is that Dummies.com is an excellent place to get niche ideas, just by browsing the various "For Dummies" books.



## Niche Discovery Resource #7: Flippa

Flippa is a massive marketplace for buying and selling websites. As you look through the marketplace, pay attention to the expensive sites, as well as the ones that are making a profit because if those sites are making a profit, then why not have a site in the same niche to gain some profit as well? You can actually reverse engineer these websites to find out how their links were built, what type of content they have, and who their audience is, just by using a tool like Quantcast.

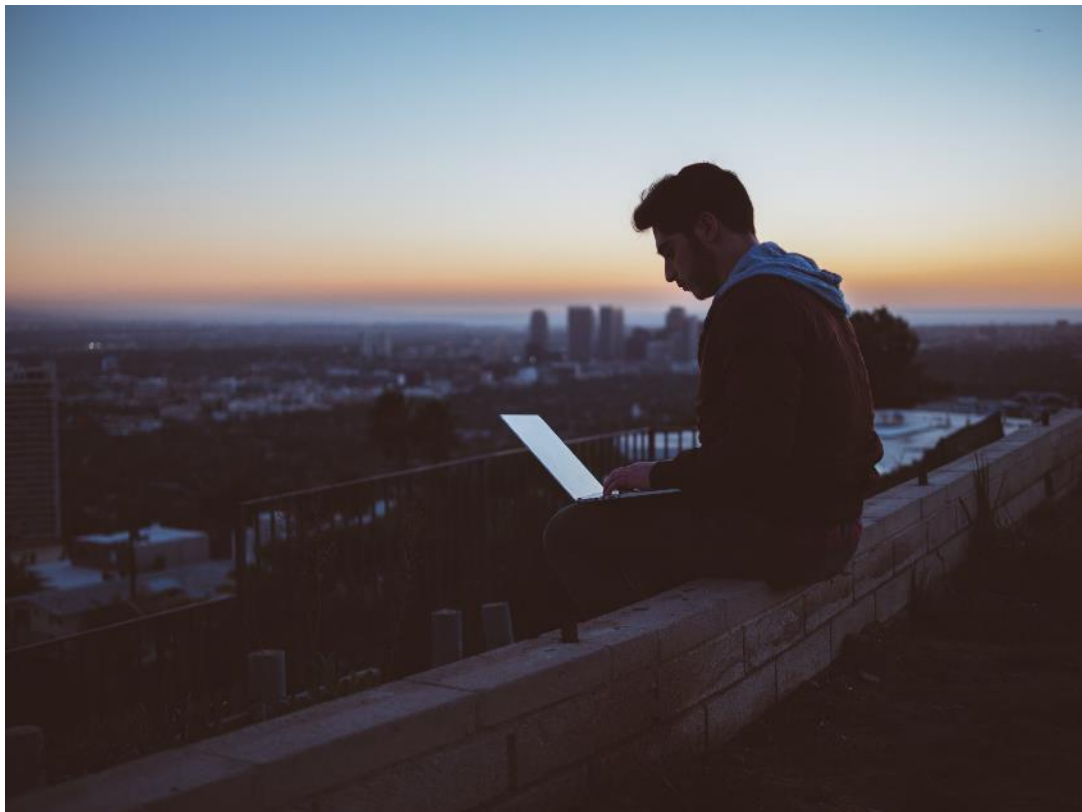
## Niche Discovery Resource #8: BoardReader

One great way to find out what people are talking about on forums is by using a forum search engine like BoardReader. You can type in a topic like, say, “Weight Loss” and find out what people are talking about in various forum threads. Pay attention to the problems they're talking about and get niches ideas from them, because people generally are willing to pay for effective solutions to problems.





# Simple Techniques To Keep Track Of Your Affiliate Sale



The number of referrals you can generate for your affiliate marketing program can range from dozens, to several hundreds. A few names on your list would be easy to familiarize with, but what if you've collected equivalent to a mid-sized city's worth of phone numbers or email addresses? Without an organized system, you could easily lose potential income from referrals you can't monitor. Here, we show you how to keep track of your affiliate referrals offline and online so you'll never have to waste your efforts

## Offline tracking techniques

Just because you're in affiliate marketing doesn't mean all your affiliate referral prospecting methods are limited to just online methods. Offline activities can be incredibly useful for generating leads. If you're the type of affiliate who has an active social networking life, you would probably make use of conferences, trade shows and meetings to mine affiliate referrals. If you do, then make sure you are organized enough to

take advantage of all the prospects you get in touch with during these occasions.

An excellent way to do this is to obtain a prospect's business card. That piece of paper should hold enough information for you to use to get in touch with that person later. If you attend multiple events or are constantly generating leads online, make a few notes on the back of the business cards so you never



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forget important information about the person, such as the event they attended, what they said and other business-related stuff you might have discussed.

Keep all business cards collected specifically for your affiliate marketing program separate from your other business cards. This will prevent confusion later when you begin communicating with these people. Don't be afraid to use labels and to make notes – this will help ensure that you keep track of all your affiliate referrals and never forget critical information and data.

### **Online tracking techniques**

One of the fastest and most convenient ways to track affiliate referrals is to use online resources. Some of these include:

#### ***An Affiliate Referral Tracking Application***

Once your referral activities begin in earnest, you'll find it difficult to

manually track the number of referrals you bring to your affiliate company's website. You'll need a reliable application to perform this efficiently. Some of these referral tracking applications may be downloaded for free, although you might prefer premium editions if your affiliate business is big enough.

These applications are quite easy to use, so you can conveniently keep track of the activities of your affiliate referrals. Many of these applications even offer extras, such as features that allow you to monitor your banner exchanges, start pages and affiliate links – essentially the kind of activities you'll been doing in order to promote your website.

#### ***Your Affiliate Marketing Program's Tracking System***

The majority of established affiliate marketing programs have their own tracking system

for their affiliate's referrals. Check your program for this. You'll usually will only need your own affiliate ID in order to gain access to your stats. Your affiliate program is able to do this because the affiliate links you post on your web pages are coded. This usually comes in the form of a tracking cookie.

Whenever your visitors click on that link and arrives on the affiliate company's website, their tracking system will register the unique code coming from your site. Activities related to this code will be kept in the company's system, which you can view at any time.





# The Power of Free Offers

## Driving More Visitors Through



## Your Affiliate Links

Who in his right mind would refuse a freebie? Out of 10 people you ask, only about one or two will forego a freebie for some strange reason. The rest will gladly accept it. It's simply a part of human nature to be appreciative of gifts, particularly useful ones. This is also something that

advertisers and business owners understand fully well and thus use to their advantage.

In affiliate marketing, the use of free offers can be especially beneficial, provided of course, that you understand how to deploy them strategically. Find out how to use the power of offering free offers to your affiliate site's visitors and reap the rewards:

### **Free Offers Should Be Integrated Into Your Marketing Campaign**

Free offers can be quite powerful as marketing tools for affiliate marketing. If visitors to your website find that free stuff is available, they will stick around and be more willing to come back for more but only if they find it relevant to their needs – the very reason they came to visit your website in the first place.

Consider each affiliate marketing campaign you perform and find out how to use free offers

strategically. Just because something is free doesn't automatically mean that people will visit your affiliate website and grab what you offer. There has to be a relevance between the freebie and the main product or service you are promoting.

Let's say your main product is an e-book that teaches the secrets of the affiliate marketing trade to affiliates. A good freebie to offer with this campaign would be a short report on the top 10 mistakes that affiliates make that cause failure in affiliate marketing. Or you could offer a



freebie in the form of a script that could help affiliates track their own stats.

Remember that the power of free offers when offered in affiliate marketing is only limited to its relevance. The free stuff should be something that can supplement the main product or enhance its use. Otherwise, your visitors will simply have no reason to try to obtain it.

### **Offer Something Better**

Just because you're offering free offers to your affiliate site's visitors doesn't mean you should allow them to completely ignore

your premium offers. If you let this happen, forget about earning an income from your affiliate site.

Remember that all those free stuff you offer are part of your strategy to attract more visitors and affiliate prospects to your website. If you find out later that you're dealing with visitors who are mainly freeloaders, you might want to rethink your career as an affiliate marketer and switch to becoming a charitable foundation instead.

Always offer your affiliate site's visitors some form of incentive to persuade them to purchase, subscribe or sign up for membership. Offer a product or service that is considerably better than the freebie as an alternative. So instead of just providing a link they can click to download or obtain your free stuff, you could also say something like:



*"Get our free version now OR buy the premium/complete package for just \$\$\$\$. This is a limited offer and will expire soon. ACT NOW!"*

By imposing a time restriction, you also impose a sense of urgency and persuade your affiliate site's visitors that if they want to take advantage of a better offer, they should act immediately.

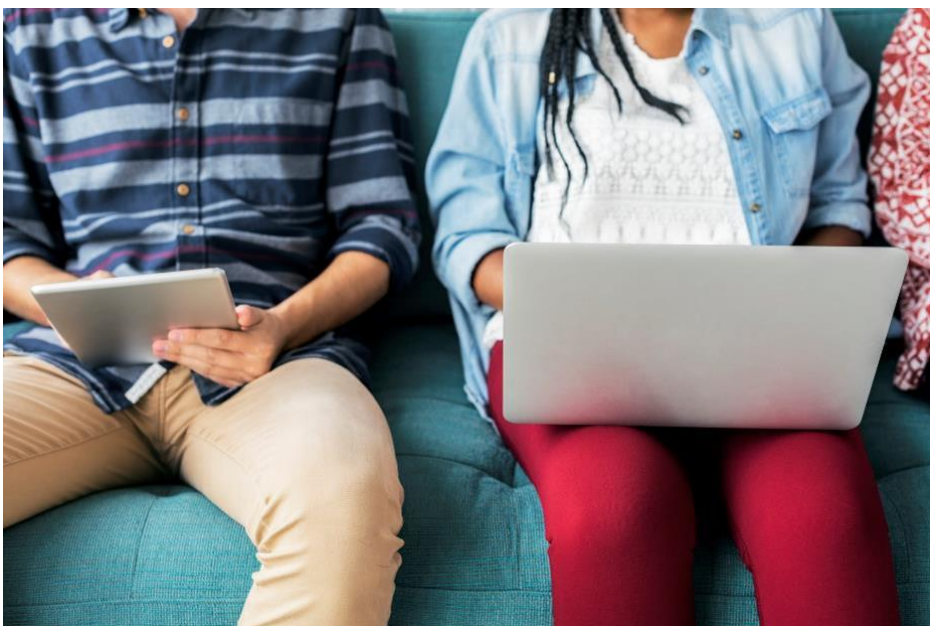
This is one power that free offers have over other types of promotions, which makes them very effective when used in affiliate sites. Plus, you can even expect a conversion without

performing any follow ups. There is no logic at all to giving away

free offers if you have nothing to gain from it. When affiliate marketers and business owners offer free gifts to their site's visitors, it is a carefully crafted strategy and not just some careless act of generosity.

When you do offer free offers, you have to have something in return, if not now then at least later. Learn to harness the use of free offers for your affiliate site's visitors carefully. It's a proven

strategy and can be a very valuable component of your affiliate marketing arsenal



# Viral Marketing

## Do You Have What It Takes?

Before going into viral marketing, it is a good idea to determine if you are capable of making good use of this approach. While the basics of viral marketing are easy to grasp, the actual execution of a viral marketing campaign does take some work and some dedication. If you want to be successful with viral marketing, you must be prepared to:

- **Put in the hours.** While some would have you think that viral marketing is a ten minute job, that is not the case. True, it is not as labor intensive as some other marketing strategies. But make no mistake— a quality campaign takes time to develop and to launch. If you are looking for

something that involves no work, viral marketing is not for you.

- **Commit to the long haul.** It takes time for people to catch on to what you have to offer and begin to pass the word around to others. While there is a good chance you will begin to see results from your viral marketing campaign in a relatively short period of time, don't write it off as a failure if you don't make a ton of money in that first week. Good things take time to produce results.

- **Make use of all your viral marketing options.** Cherry-picking is not likely to result in the best returns. You may need to stretch beyond your



comfort level and try some new things.

## The Key To Effective Viral Marketing – A Product That Will Sell

No matter how effectively you construct and launch a viral marketing campaign, it will ultimately fail if you don't have good product.

For this reason, your product should be designed or selected with great care. You want to make sure there is a reasonable chance that it will resonate with one or more segments of the consumer market and thus place

you in a position where marketing will stimulate interest and eventually lead to a steady flow of revenue.

Not only must your product be good enough to meet needs and compete with other products, it must also lend itself well to the basics of viral marketing. That means you must make your product viral.

### Just What Makes A Product Viral In The First Place?

While it is possible for all sorts of products to be viral, they will share two common characteristics: **they are attractive to consumers; and they are easy for affiliates to publicize.** Here are some ideas on how you can identify a viral product.

You will know the product is attractive to consumers if:

- *People are already beginning to notice the product and order it.*
- *Customers are more than willing to provide testimonials.*
- *Customers and even prospects are willing to pass information about the product on to people in their social network.*

Of course, the willingness of customers to support the product make it that much easier to attract affiliates and agents. These are people who market the product in exchange for making a commission on the sales.

Affiliates will consider a product to be viral if:

- *It can be private branded – meaning it is possible to*

*customize the product so that it appears to be produced by the agent or affiliate.*

- *It is unique enough to meet a need in a given niche market.*
- *It can be promoted offline as well as online.*

The bottom line that a product must be of value to the customer, so much that he or she is willing to share the good word with others. At the same time, the viral product must be attractive to affiliates and demonstrate a great deal of opportunity to make money for everyone concerned.