

# MarketStorm

## FUNNELS & FIRESALES

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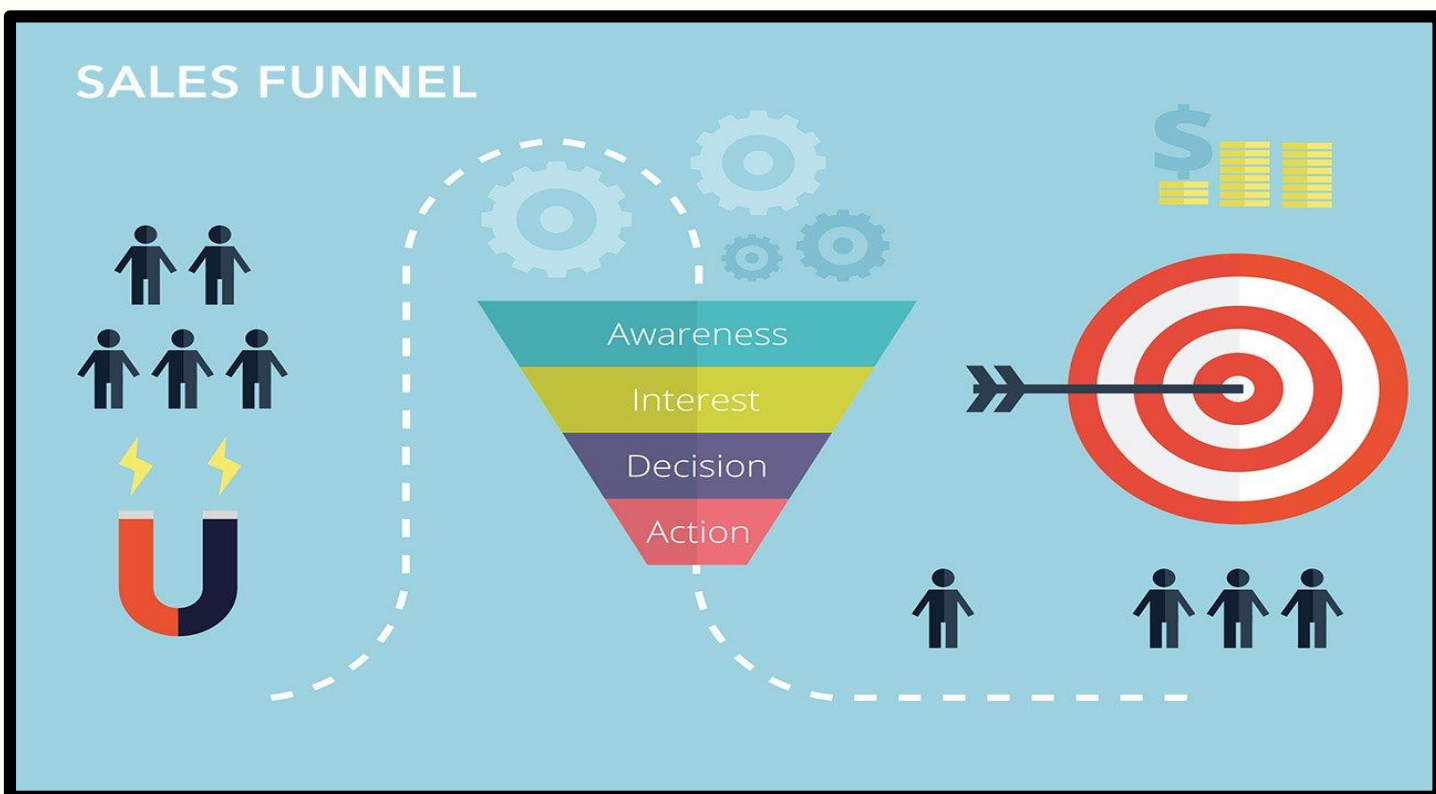


# BACKEND MARKETING OFFERS

## Why do you need backend marketing offers?

Backend offers help you to increase your sales after your prospect takes a certain action. You could also use them for front end sales as well. Plus, it gives you many different ideas for free bonuses that will help influence people to buy instantly.

In this post, we will list down 30 different offers you may market to your prospects and use it to your advantage.



## 30 Backend Offer Ideas:

**1) You could present a 'subscriber only' offer.** This can be offered to people after they subscribe to your ezine. Research suggests, you might persuade them to buy faster by giving them a bonus info guide.

**2) You might market a 'final cutback' deal to your prospects** after they play your online game. In one respect, you could allure them to purchase easier by offering them free graphics.

**3) You can advertise an 'upsell offer'** to your visitors after they buy your ebook. Results show you can alter them to order quicker by awarding them a no cost report.

**4) You should promote a 'price drop' sale** to your leads after they enter in your sweepstakes. After further review, you can appeal to them to invest comfortably by granting them a bonus coupon.

**5) You could endorse a 'downsell offer'** to people after they sign up to your ecourse. As a general rule, you might arouse them to pay successfully by rewarding them a free checklist.

**6) You might plug a 'inventory clearance' sale** to your prospects after they learn your training. I has been said, you could assert them to spend money securely by furnishing them a no cost webinar.

**7) You can launch a 'one-time' offer to your visitors** after they order your report. Let it be said, you should assure them to shop confidently by providing them with a bonus ebook.

**8) You should pitch a 'price reduction' sale to your leads** after they study your resources. It's safe to say, you can attract them to buy effortlessly by citing them a free teleseminar.

**9) You could release a 'limited time offer'** to people after they register for your teleseminar. The research shows you might persuade them to purchase swiftly by issuing them a no cost consulting.

**10) You might publicize a 'price hike warning'** offer to your prospects after they volunteer for your expertise/service.

**11) You can propose a 'gift wrapping/dropshipping' special to your visitors after they purchase your software. As you will see, you can bribe them to invest now by supplying them with free training.**

**12) You should suggest a 'make your money back' affiliate deal to your leads after they donate you a gift. Surely, you can bring about them to pay in seconds by handing them no cost content.**

**13) You could introduce a 'special' deal to people after they enroll in your webinar. It seems likely you might bring them to spending money in minutes by serving them a bonus seminar ticket.**

**14) You might recommend a 'buy one get one free' deal to your prospects after they comment on your blog. Common sense tells us you could budge them to shop instantly by presenting them a free add on product.**

**15) You can present an 'add on' offer to your visitors after they spend money on your script. If memory serves, you should cajole them to buy immediately**

by extending them no cost resell rights.

**16) You should market a 'multiple product pass' offer to your leads after they observe your webcam. What is significant is you can captivate them to purchase fast by advancing them bonus master rights.**

**17) You could advertise an 'affiliate product recommendation' to people after they pick up your graphics. In a similar manner, you might cause them to order speedily by tendering them a free article archive.**

**18) You might promote a 'buy through my affiliate link bonus' deal to your prospects after they research your offer. In simple terms, you could influence them to invest promptly by dispensing them no cost private label rights.**

**19) You can endorse a 'freebie' offer to your visitors after they get your web site templates. Generally speaking, you should charm them to pay soon by giving them bonus brandable rights.**

**20) You should plug an 'affiliate contest'** promotional offer to your leads after they visit your blog. To be specific, you can coach them to spend money right now by offering them free e-class.

**21) You could launch an 'upgrade' offer to people** after they acquire your book. As things stand now, you might coax them to shop in a flash by awarding them a no cost membership.

**22) You might pitch an 'affiliate product rebate'** offer to your prospects after they explore your free excerpts. It is widely stated, you could command them to buy quick by granting them a bonus workshop.

**23) You can release a 'deluxe offer' to your visitors** after they pay for your e-report. What is striking, you should condition them to purchase pronto by rewarding them with free forum access.

**24) You should publicize a 'all fees waived' offer to your leads** after they preview my sales letter. Studies show you can convince to them to order right away by furnishing them with buyer only instant affiliate commissions.

**25) You could propose an 'early bird' offer to people after they obtain your DVD.** New findings suggest you might convert them to invest at once by providing them a bonus e-course.

**26) You might suggest a 'customer only sweepstakes/contest'** to your prospects after they review your PLR products. I submit that you could convince them to pay momentary by citing them free surprise bonuses.

**27) You can introduce an 'also try deal' to your visitors** after they grab your CD. The proof suggests you should direct them to spend money on the double by issuing them a no cost video.

**28) You should recommend a 'product updates' upgrade offer** to your leads after they give you an opinion on your business. Supposedly you can draw them to shop today by rendering them mystery bonuses.

**29) You could present a 'pre-order offer' to people** after they join your membership site. The one thing for sure is you might drive them to buy at his moment by supplying them with a free audio.

**30) You might market a 'hard copy' version upsell offer** to your prospects after they check out your MLM program. It is no surprise that, you could cause them to purchase in a minute by handing them a no cost installation.

**31) You can advertise a 'hot bargain' deal to your visitors** after they spring for your guide. I suspect that you should entice them to order now by serving them a bonus excerpt.

**32) You should promote a 'resell rights upgrade' offer** to your leads after they confirm your subscription. The best I can tell is you can encourage them to invest here and now by presenting them a free JV program.

**33) You could endorse a 'percent off' discount sale** to people after they deal for your checklist. A couple people state that you might energize them to pay on this day by extending them a no cost trial.

**34) You might plug a 'private label rights backend' offer** to your prospects after they opt in to your free trial. Some theorize you could enlist them

to spend money at the present moment by advancing them a bonus 100% commissions.

**35) You can launch a 'dollar amount discount' sale** to your visitors after they bid on your antique. At this time, you should entice them to buy in a second by tendering them a free sample.

# Email List Profit Funnels

*Maximize Your Income With High Powered Campaigns!*



## Email List Profit Funnels

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Monetization is one of the things most marketers seem to ignore until it's too late. They may throw in an affiliate link from time to time, but they ignore the big picture.

It's very important to train your list from the beginning that they are going to receive promotional messages fairly often. Don't spam them daily, but send a marketing message at least once or twice per week. This helps them remember who you are and expect those promotions.

## Affiliate Programs

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For most people, affiliate programs will be their primary monetization method for their lists. There are two major categories of products you can promote as an affiliate – digital products and physical products.

Each type has benefits and drawbacks, which we will examine. And there are thousands of different programs you could promote in each market, with millions of individual products available.

### Digital Product

Information products are probably the most common type of digital product you would want to promote to your list. They can be extremely profitable in the right market.

Look for products that have convincing sales letters. If the sales copy is boring, it's probably not going to convert well. For this reason, consider testing several

different products to find out which one converts best.

There are several benefits of promoting digital products. For one thing, you usually get a higher percentage of the sale price with digital products. Since they are almost pure profit and there is very little overhead, product owners can pay much more.

Some of the most popular affiliate programs for digital products include:

1. **ClickBank** is the most popular affiliate network for digital products. Product owners can add their products to the ClickBank network and offer affiliates a percentage of sales.
2. **PayDotCom** is a network that is similar to ClickBank. However, instead of paying affiliates directly, they require



product owners to pay affiliates.

## Physical Products

Physical products can be profitable in the right markets. In other markets, there may not be many physical products to promote, or they may not convert well. It helps to test multiple products to find out which one works best.

Physical products convert better than information in some markets. This is another reason testing is important. You may find your niche completely unresponsive to information products, but they may convert very well on physical products.

Some of the most popular affiliate programs for physical products include:

1. **Amazon** is the most popular physical product affiliate

program among internet marketers these days. They have a massive selection of products to promote.

2. **eBay's** affiliate program is not as popular as it used to be, because they changed their payout system. But if you have a list built around a niche with no available products, it can be quite profitable.
3. **Commission Junction** is a popular choice for people who aren't happy with Amazon's 4% commissions.

## Recurring Income

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Membership sites are an obvious choice for recurring income. Not all markets can support a membership site profitably, but in desperate niches and passionate niches, they can be major moneymakers.

It's a lot easier to create a membership site than you probably

think. You can use a WordPress plugin or a simple script to manage billing and logins, and all you have to do is keep the site updated with fresh content each month.

## Loss Leader

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A loss leader is a product that is sold at a loss in order to profit in another way. You could create a product of your own and sell it at a very inexpensive price in order to upsell them to another product.

Loss leaders are especially helpful for getting people used to buying from you when you're just getting started. Make sure your loss leaders are quality, so they will trust you in the future.

## Your Own Product

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Perhaps the most profitable thing to promote in terms of cash is your own product. Not only can you promote your product to your own list, you can also have affiliates promote your

product as well.

It's a good idea to create a full range of products at various price ranges so you can reach the most customers possible.

Your own products can be extremely profitable if you create a good sales funnel in order to get people to upgrade to more expensive products later. Never miss a chance to get an additional sale.



# FIRESALE CASH INFUSION



**HOW TO START YOUR OWN ONLINE  
FIRESALE AND RAISE MASSIVE CAPITAL IN  
THE FASTEST TIME POSSIBLE!**

# FIRESALE CASH INFUSION

## WHAT IS A FIRESALE?

A firesale is based on a very simple concept. It is essentially a kind of sales promotion where a thing is first sold at an extremely low price and then after every few days, the price of the thing is raised. This occurrence generally lasts for about seven days and then the offer is terminated forever.

For example, if you are having a firesale for some E-books, the sale will last for seven days. The price structure for the firesale of the E-books could be like this:

Day	Lowest Price Today
Days 1-2	\$27
Days 4-5	\$47
Days 5-6	\$67
Sale Ends	\$87



However, there is more about a firesale than the price increasing after every few days.

The firesale is somewhat like a sale to publicize or promote something. At firesales, some great digital info-products are usually sold at very cheap prices. This is done to increase the potential customer's interest in the products which would indeed cost much higher than in the blowout sale or firesale.

# FIRESALE CASH INFUSION

When you buy the product, you will refer it to others through word-of-mouth, and once there is an interest for the product in the market, the seller will sell the product at a price which is suitable to the actual value of the product.

Thus, a firesale really helps in creating a good market for info-products which will help to make the way for substantial profits which will come in a year or so.

Thus, now that you know what a firesale basically is, you can understand why it is such a major hit worldwide – people can get great products from such blowout sales for a price which is stunningly cheap. A high majority of the people who buy the products at firesales go into the business themselves because it makes perfect sense to do so.

The firesale will also instruct you on addition of private label rights and you will be able to create your own niche of profits by taking advantage of the platform given to you by the firesale.

A firesale would be successful if it was based on the successful publicity of the products in such a way that the products get the maximum visibility possible in the market and also attract buyers to test those products and then buy them when satisfied. The firesale products are a way in which one can entice the attention of the buyers of those products.

There is sure to be a lot of interest generated by the fact that those wonderful products are being sold at less than half price. In this way, the products get a lot of visibility and create awareness.



People buy products from the firesales due to the very low prices and when they realize that the products are every bit as good as promised, a very profitable niche market is created. The firesale will eventually lead to an increase in the price of the products to the price which it should actually be sold at. By that time, the interest and the market created in the product will be able to keep up the niche for some time.

The digital info-products which are to be sold in the firesale should be of perfect quality and content, and the marketing of the products should also be impeccable and powerful.

A firesale is a great way to thrust your product into the limelight and help you to sustain a very profitable niche on the web. Understand the mechanics behind a firesale to make the most of it.

# Mass Traffic ATTAC

**Melt Your Server With A Mass Traffic Attack**

## Chapter 1: Why Write Article?

So why should you write articles if you have a web site? There are 5 pretty good reasons to do so:

1. Finding paying customers
2. Free publicity
3. Quickly become perceived as an expert in your field
4. High search engine ranking
5. Joint ventures

## Chapter 2: Writing Great Articles

In my experience, the most important thing about writing any great article is NOT to think of it as “writing”, but to imagine instead that

you are directly “speaking” one on one with somebody. This will come as

great news to all the “non-writers” out there! let's take a closer look at the 2 factors I mentioned - structure and research.

Let's take a closer look at the 2 factors I mentioned - structure and research.

## Chapter 3: Writing Attention Grabbing Headlines

When someone searches for your article and finds it in the listing, that's the very first thing they see. This is why your headline is so important. If they don't like it, they ain't going to read it, pure and

simple. So, it is critical that you get this right.

## Chapter 4: How To Write Killer Content

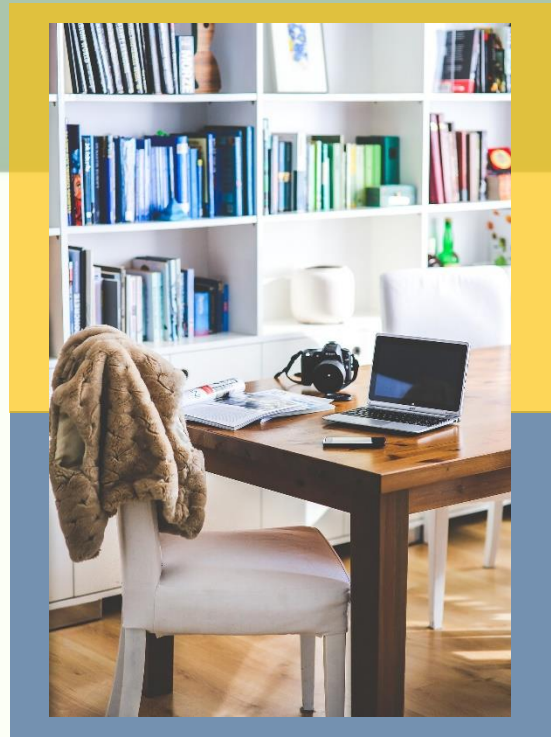
Remember that just as the purpose of the headline is to get the reader to read your article, the main function of the article itself is to persuade the reader to read right through it to your resource box.

There are 2 main things that your main article body must achieve:

1. Maintain the reader's interest throughout
2. Act as a "warmup" or "presell" for the backlink in your Resource Box

## Chapter 5: Getting Clicks From The Resource Box

The author's Resource Box is the end of the article. More



importantly, it is also the place where you are allowed to put your backlink(s).

Remember, the sole point of the resource box is to get people to actually click one of your backlinks; therefore it should be a call to action.

A word here on backlinks - check the terms and conditions for each article directory but most will allow you to place **TWO** backlinks in your Resource Box.



## Chapter 6: Establish Yourself As An Expert Author

Once you have got over the initial hurdle of writing your first article, it will get a lot easier. You'll soon be writing several articles a day - if that's what you choose to do. The next step up is to gain recognition as an “expert author.

Other directories have similar policies. This entitles you to use their “Expert Author” logo on your site. Yes I know, it sounds a little bit “prizes for everyone” and somewhat meaningless but you would be surprised by how many readers see you in a different light. You'll get emails totally out of the blue asking for your advice about the subject you wrote about.

## Chapter 7: What To Write When You Know Nothing About The Subject

It's OK writing articles when you know something about the subject in hand. The words will flow fairly easily and your knowledge will stand out.

But what happens if you want to promote a particular product and you feel you don't know enough about it to write a series of articles? Well that's where the “5 Paragraph Plan” from earlier in the ebook comes in:

- a) Paragraph 1 - Introduction  
(tell them what you are going to tell them)
- b) Paragraph 2 - Point A
- c) Paragraph 3 - Point B
- d) Paragraph 4 - Point C

- e) Paragraph 5 - Summary (tell them what you have just told them)

## Chapter 8: Your Secret Weapon – How To Rewrite Articles

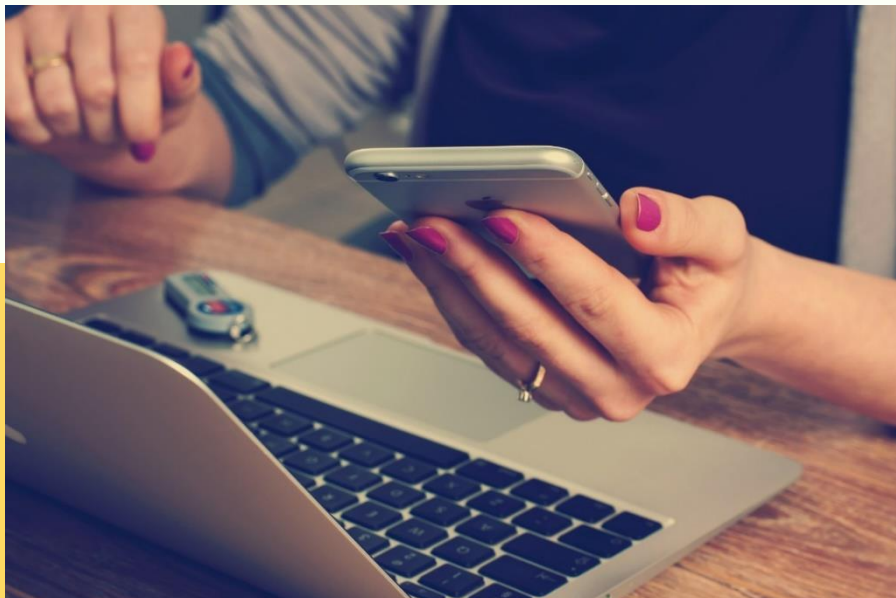
If you're looking for something in between writing everything yourself and paying someone to write everything for you, here are 3 options:

- a) Rewriting someone else's article/content
- b) Combining content from several articles and rewriting that
- c) Rewriting Private Label Rights (PLR) articles<sup>4</sup>

## Chapter 9: Outsourcing Articles

There are many places where you will find people willing to write articles for you. Let's take a look at a few.

- a) [www.elance.com](http://www.elance.com)
- b) [www.rentacoder.com](http://www.rentacoder.com)
- c) [www.guru.com](http://www.guru.com)





# RELATIONSHIP MARKETING WITH EMAILS

## **“How To Build Stronger Bonds, Instill Stronger Credibility And Increase Your Opt-In List Response With Relative Ease!”**

One of the most important things you must do to achieve success online is to build a solid relationship with your subscriber.

Building a relationship is important because it can make the difference between making a sale and losing it to your competitor.

You see, just like in real life, if I had to choose between a friend who provides a service like car repair and a stranger who offered the same price, I choose my friend in less than a heartbeat.

E-mail marketing can be quite competitive at times. Therefore when two marketers are promoting the same product,

having a strong rapport with your subscribers will give you a competitive edge.

## **Why Is E-mail Marketing So Effective In The Internet Marketing Industry?**

### **1) E-mail marketing is one of the fastest ways to leverage on the Internet.**

Because all you do is compose an E-mail, customize it to suit the reader (their first name or last name), and click the broadcast button to reach thousands of people instantly!

### **2) E-mail marketing is highly scalable.**

Unlike an 'offline' business where the more customers you have, the busier you are, in E-mail marketing, it is much easier because regardless of the size of your mailing list, whether it is 100 or 10,000, all you need to do is click broadcast and everyone on the list gets notified – all for the same effort!

### **3) E-mail marketing is highly targeted.**

One of the reasons why E-mail marketing is highly effective at getting sales is because the recipient of the E-mail gets a kind of '*in your face*' promotion.

You are marketing directly to the customer through their PERSONAL mailbox. Not only will you grab their attention firmly, they will tend to respond with the right buyers mindset because they are marketed to directly (unlike other advertising where the buyer might not be in the frame of mind to buy things).

### **4) E-mail Marketing Is Personal.**

Autoresponders allow you to customize the E-mail in such a way that it allows you to connect with the subscriber individually. The more personalized your E-mail, the better the result (treat it as though you are writing to your best friend).

### **5) You can automate many tasks with your autoresponder.**

For every new opt-in subscriber, you can time your E-mails for you build a relationship with every new opt-in subscriber – what to send to them, when to send it to them and the frequency between each E-mail.

## **Tips On Building Rapport With Your Subscribers:**

**1) Keep in touch with your mailing list often.** Don't mail them only when you need to promote a product.

**2) Ask about their needs and concerns.** Use questionnaires and get them involved. Ask them what they want you to provide for them to help them with their Internet marketing business.

**3) Send them gifts sometimes.** It could be in the form of free reports, blog templates, graphics or even free membership access!

**4) Be personal.** Let them see your human side or your personal life. It sure beats dry, stale E-mails that talk about product launches all day.

**5) Be educational.** When you impart something of value to your subscribers, they will see you as a teacher and listen to what you say. This will come in handy when you want them to 'listen' to you and buy whatever you are selling.

## **Establish Yourself As An Authority:**

If you want to succeed at Internet marketing, you must be able to instill stronger credibility to your subscribers by establishing yourself as an authority on your niche market.

For example: when you are talking about making money through product launches, you must let your subscribers know about your credibility either before or after they opt-in to your mailing list.

**Here are a few tips on establishing your credibility:**

**1) Talk about your experiences online and offline.** If you've run an offline business before, use it to establish your credibility as a business builder. If you've been in sales and marketing before, use it to establish your credibility as a copywriter.

**2) Show them screen shots of how much money you've made online (or checks you've earned).** If you don't have any of these, use photos of well-known marketers you've taken pictures with (e.g. look, here is my picture taken with Mike Filsaime)

**Let others tell the story.** It would be better to let others sing your praises – especially in the form of testimonials.

### **Use E-courses To Build Credibility Over Time**

People may not be impressed at the first glance. Sometimes, it takes a few E-mails for people to recognize your capabilities.

One of the ways you can build your credibility over time is to write an E-course or a newsletter that will be sent to your subscriber's E-mail over a period of days or weeks.

It must be something educational – something that will establish you as an expert on the subject.

You can configure your autoresponder to send an E-course once everyday, every two days or a weekly newsletter. So long as the subscriber reads your educational material over a period of time, you can slowly work your way into the heart of your subscriber and stamp a firm impression in their minds.

## **Crafting An Excellent Squeeze Page**

**1) Use compelling arrows** to inspire visitors to take action. Believe me, graphics and aesthetics make all the difference!

**2) Craft a compelling E-cover** for the special report or E-book you are giving away. If you are giving away an audio Interview, you can show a picture that displays an audio CD or DVD to increase the perceived value of the product people are downloading in exchange for their E-mail address.

**3) Use a powerful headline** to grab people's attention.

**4) Use checkboxes** to inspire people to get involved with the benefits of your free product.

**5) Remember to add a disclaimer below the opt-in box** to assure people that they are not getting spammed or that their E-mail address will not be used for unscrupulous purposes.

# Video Product Perfection



## WHAT'S IN THIS ISSUE

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Insider Tips On Launching Profit Getting Video Products

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## The Basics

There are several mediums that can be used to promote an organization, a product or a service and video production is just one of them. Creating the awareness for the product is the primary reason this tool is chosen.

Being an accessible feature that can be used from television advertisements to internet commercials and viral videos this tool is innovative enough in its makeup to cater to all mediums of sourcing the relevant information.

## Your Market

One of the biggest and most effective advantage of the video production is that it allows the content to be visually presented therefore making a clearer impact on the target audience when compared to other tools available for online marketing.



The subject matter is also very important as this should be something that the target audience would be interested in being a part of.

Visual explanations accompanied by visual effect is always more impactful in delivering any message designed especially if it is for marketing purposes.

Being able to get the video product to the end target audience can ideally be done with proper assistance from established companies handling such business promotion styles.

These entities usually are very apt in being able to get the video product to the distributorships that will help further the exposure for the product.

If the video product is suitable as an exhibition tool for the business entity then the companies promoting them will target businesses that priorities such promotional styles.

Video product have been able to successfully pitch revenue earning prospects for various type of business styles and it usually gets the desired attention faster than other more conventional tool can.





Tapping into the target audience segment that spends most of their time in the comforts of their home, through the various different media platforms available, is also another way to get the video products content to the masses.

When it comes to subject matter there would be a very wide choice base to choose from as the



## Visualize

In order to successfully design and create the contents of a video product, the individual has to first have an idea of the end results

With this firmly in mind it would be easier to source for and apply the right tools to start making the video product itself. When the video outline has been decided the next step would be to start writing the script for the video content.

Script writing can be done by almost anyone even a novice but if the individual is serious about getting the best possible exposure for the product perhaps considering more professional expertise maybe more beneficial.

Those with the expertise will be able to better design script content that would directly impact the viewer and this should be the ideal impact sought.

Depending on the type of product, business or service being featured in the video product, the script designed should be able to reflect the idea behind the product clearly and effectively.



The style of the design would have to suit the content and message intended for the viewing prospects.

Making use of graphics to enhance the content style of the video product is another way of creating as exciting product. Whenever there is extensive use of graphics the end product is usually more exciting and visually attractive.

This is why most well designed video product makes it a point to include good graphics into their designs. Besides being attention grabbing it is also a great interactive style tool that gets the senses of the viewer alerted to the intended message.

# Your Firesale Setup



**If you plan to launch your own firesale- think of a valid reason for your firesale, sell high quality and uncommon products at a very attractive price. Don't forget to implement unique ways to make your firesale a super hit.**

## **Your Step To Step**

### **Firesale Setup:**

A firesale is necessarily distinguished if it incorporates the following features:

**1) Time Limited:** A sale will be called a firesale only if it is bound by a time span, that is, for a short period of time, say, a week. A firesale cannot go on indefinitely.

**2) Low Prices:** Since the purpose of this sale is to get quick money and get rid of the goods quickly, these sales offer a discount which actually becomes an incentive for people to come and have a look and pick up something they like, for a discount.

**3) Strong Purpose:** Only if a sale is arranged with some end in mind, will it be categorized a firesale. For example, if you want to fund your children's

education, or if you want to add to your wedding budget, you could arrange for such a sale and get some extra cash.

### **The Phases Of A Firesale:**

A firesale necessarily passes through two important phases or cycles. There is no rule that this must happen, but this is generally the case:

**First Phase:** This is when the sellers do not become very rigid about the prices they have in mind at which to sell their wares. This is primarily because they want to attract more and more people so that over the next few days they get a solid customer base. At this stage, therefore, the prices are rather flexible, and at times the sellers are even willing to go lower than their estimated price just to get people to buy more.

**Second Phase:** Here is where the prices go up. Though they are still discounted, they are not throwaway prices.

By this I mean that the prices actually get rigid because the sellers are now looking at a particular time frame of solid sales where they can make up for the losses they suffered earlier. So if you know how to time your visit to the sale, you can profit a great deal.

The concept of an online firesale is fast catching on these days. In case you still have not figured out what that is, then it is simple a firesale where the dealing happens online.

You provide your product description and the price you are looking at achieving for it, and people who view that description can respond via the online forums and get in touch with you. Here again timing plays an important part.

Here are a few things you need to keep in mind while trying to arrange for an online firesale for your wares:

**Product Awareness:** You need to find out how widely the details about your sale or your products are known. By means of advertisement you can reach out to a number of people.

You will also have to ascertain whether the people inquiring about your product are actually interested or are they just wasting your time

**Pricing:** The pricing if done cleverly can actually lead to a lot of gains. It is a clever marketing technique. A seller always tries to keep his prices low so that his products become popular and the demand for his products increases.

Having gone on like this for a while, he increases a price in order to cash in on those people who would still buy the product even if the price has been increased a little. This is because the product is still being offered at a discount, slightly lower. After this the seller again lowers his price to get more new customer and the cycle repeats itself.

Therefore, one does not need to be a rocket scientist to profit from a firesale, just mere use of the common sense and the observation of the behavioral pattern of the people who are always on the lookout for such sales to happen are needed.

## **Starting Unique Firesales Of Your Own:**

### ***1) Look For Profitable Joint Ventures***

Being a joint effort by many marketers on the net, firesales are very easy to form. Also, being a combined effort of many marketers saves you from the time and the cost that you would have to devote to the business on your own for the creating firesales.

In fact, many marketers view the creation of firesales as a one-time investment to get good returns in the future because of it.

But it cannot be denied that there are many other ways that can earn you money, other than the single-time investment as well. The reason behind the popularity of firesales among Joint Venture partners is the huge income potential on offer.

## **2) Offer Quality Products**

The product that is being offered for sale is the driving force of the firesales. The product which you intend to sell must have utility in the market. It is obvious that if you are selling generic E-books which are mostly available free of cost, not even the best technology will help you effect sales.

Besides, if the product is general like at any other place, people won't be compelled to buy the product within the firesales. So introducing gifts and discounts is the trick here.

The tempting offers that are not available elsewhere will make them buy from you. As a matter of fact, if you organize various promotional activities of your product like contests, coupons, games, prizes, and various other forms of such events which will involve

the consumers as well, then you can surely expect a huge increase in the overall profitability of your business.

## **3) Inventory Management**

Having an overview of your inventory may not be a fruitful idea if you deal with a single product. Firesales tempt people to buy products in an environment that any rational person would jump to buy in.

The ones that succeed are those ones which offer a great combination of products at a throwaway price.