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# **Profit Tricks: 100 Magical Income Streams!**

by Larry Dotson

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1 Create two versions of your e-zine so people can choose if they want [ads](#) included with it or not. This'll attract the people who hate ads to subscribe. You could also charge a subscription fee to the e-zine without ads. This will make up for the lost



advertising [revenue](#).

2 Create a long-term relationship with your entire customer base. You can stay in touch with them through an e-zine, with greeting cards, opt-in lists, autoresponders, messages boards, chat rooms, e-mail discussion lists, instant online messages, etc. When you stay in touch, people don't forget about your [business](#).

3 When you write and give away a free e-book you will become known as an expert. This will enable you to gain people's trust and they will buy your main product or service quicker. You may get offers from other people wanting you to speak, consult, coach, etc.

4 Give your new customers surprise free gifts. This will increase their loyalty and give you more word-of-mouth [advertising](#). For example, your customer could tell your friend, "I just ordered this new advertising e-book and they gave five other e-books as surprise bonuses! I really got a great bargain!"

5 Offer free classified ads on your web [site](#) that expire after a particular time period. People will revisit your web site over and over to resubmit. You could have other things expire or be updated so they will revisit, like e-books, [articles](#), [links](#), [software](#), message board postings, etc.



6 [Design](#) your site so it will be worth bookmarking. Your visitors will bookmark your web site if it's full of free, original [content](#) like [articles](#), e-books, etc. You could survey your target audience to see which web sites or what type of [sites](#) they visit a lot. Then you could place those links all in one section of your web site. You could advertise it as a start page.

7 Give people a free subscription to your e-zine. Almost everyone is publishing an e-zine nowadays so it's important to give something extra with the free subscription. You could offer a weekly contest for new subscribers. For example, you could say, "Subscribe And Have A Chance To Win Our Latest Home Study Course!"

8 Create an extra revenue stream with your web site's articles or content. Publish the first paragraph of each article and charge people to read the rest. You could also allow other authors to submit their articles to make [money](#). You would just share the [profits](#)!

9 E-mail targeted e-zines and ask them to do a joint venture with you. Ask them to run your ad and in exchange they would get a percentage of the profits. You would just have to get them to join your [affiliate](#) program. To give them more incentive, you could offer them a higher commission than the rest of your normal affiliates.



10 Find a [niche](#) for your new free e-zine. There are thousands of free e-zines; your e-zine needs to be “extra-specialized” to attract new subscribers. It could be the type of [content](#) you offer, like you interviewing experts, having crosswords or word finds, reviewing products, having a question/answer section, etc.

11 Most people want to avoid or to end pain. Tell your prospects how much pain and the problems they will avoid or end if they buy your product. For example, you could say, "Just imagine being able to go out in public without thinking you're being made fun of behind your back"

12 Most people want to gain pleasure. Tell your prospects how much [pleasure](#) or the benefits they will gain if they purchase your [product](#). For example, you could say, "Picture yourself lying on a beautiful sandy beach with nothing to look at but palm trees and a stunning blue ocean."

13 Most people don't want to miss out on a major opportunity that they might regret in the future. For example, you could say, "After Aug 15, 2002, we will be raising our price to \$50 so order now!" Another example, "Order before midnight to make sure you have a chance to receive the 3 extra bonuses!"



14 Most people want to have good health and live longer. For example, you could give your prospects free coupons to a fitness club when they buy your [product](#). Another example would be to give your prospects a free e-book about healthy eating habits.

15 Most people want to belong to something or a select group. For example, you could give your prospects a free membership into your club when they buy your product. Another example would be to allow them to subscribe to your private e-mail discussion list.

16 Use more than one P.S. in your ad [copy](#). The post script is one of the most often read part of any ad, so why not use two or three of them instead of one. One P.S. could remind your prospects about a good benefit. Another P.P.S. could tell them about your limited time offer. And the last P.P.P.S. could tell them about another free bonus.

17 Gain your visitors' attention by telling them your problems. People like to hear about other people's problems because it takes away from their own. For example, you could say, "I'm so frustrated at..." Another example, "I'm very upset about our competition because..."

18 Use viral [marketing](#) to promote your [business](#) on the Internet. Give away freebies with your ad copy included on them so others can give them away. It



could be e-books, [software](#), reports, autoresponders, web space, e-mail accounts, etc.

19 Survey your target audience to find out things you have in common with them and use them in your ad. People like people who are like themselves. For example, you could say, "Like you, I also have been scammed in the past." Another example, "You and I both know that it sucks to pull weeds by hand."

20 You could end your ad copy with a free bonus. When you give people a free bonus, it increases the [product's](#) perceived value. For example, you could say "P.S. You'll get 7 free bonuses for ordering before (date)." Another example, "P.S. If you order this weekend only you'll get the e-book (title)!"

21 Forward interesting e-mails to your [online](#) friends with your signature file included. They may end up forwarding it to their friends and so on. It's like a chain reaction, your message will just keep multiplying in everyone's e-mail box. It could possible reach millions of people.

22 Organize your web [site](#) into categories. Visitors won't get frustrated and leave your site because they can't find what they're looking for. For example, you might organize it with links on a side bar: Home, About Us, Free E-zine, Free [Articles](#), Free E-books, Free [Affiliate](#) Program, Chat Room, Guest Book,



Message Board, Contact Us, etc.

23 Send your web [site](#) visitors a "thank you" email. This'll remind them to revisit. Just get their e-mail address and permission. For example, you could say, "Would you like to be notified by e-mail when this web site is updated with new information? Click here to sign up."

24 Advertise that your [online](#) business is for [sale](#). Try to sell it for \$10,000,000. You'll either get \$10,000,000 or you'll get curious visitors. They will want to see what all the fuss is about. Wouldn't you? The people who visit just might decide to buy your [products](#) or sign up to your e-zine.

25 Try auctioning off your products. Set up the [auction](#) software on your web site. Give customers the option of paying outright or bidding. Some people think it's more fun and competitive to try to outbid people than just hand over their [credit card](#) right away.

26 Add a free interactive game to your web site. You could hire someone to create it. The game should be related to the theme of your web site. For example, if you were selling business products, your interactive game could be about running a successful [business](#) or [investing](#) in the [stock market](#).





27 Train your employees as a team instead of just individuals. Everyone must do his or her job in order for the others do theirs. Think of it as an offensive from a [football](#) team. If everyone has a job and does it right, your business will score a touchdown.

28 If you make people feel like it's their idea to buy, they will be less hesitant. For example, you could say, "You are making a smart decision by buying our [product](#)". Another example, "You are doing the right thing wanting to buy our product to improve your [marriage](#)."

29 Start an [affiliate](#) program for your [business](#). You will be able to spend less [profits](#) on risky advertising and spend more [money](#) on guaranteed sales. Your only goal would be to persuade affiliates to sign up, train them and keep them selling for you.

30 Show your prospects a collection of testimonials that stand up for your product. People are more likely to agree with a group than have a different opinion. This is because most people are followers and not leaders, so it makes sense they may be persuaded to buy your product after seeing a big collection of testimonials.

31 Maximize your advertising budget and don't go broke like the big web [sites](#). All you need is a small group of loyal customers to sell back-end products to again and again. If you can't create your own products



you could join affiliate programs, join a drop shipping program or find joint venture partners who have products.

32 Sell to the people who join your [affiliate](#) program. They are more likely to buy your products because they are interested in selling them for the commission. It's important to train and support your affiliates so they will know you will be there to help them. Tell them it's good to write ads about their personal experiences with your product so that it will persuade customers to buy.

33 Offer a deluxe [product](#) or service as an upsell or back-end product. You won't have to create a totally new product, just add on to your main one. For example, let's say you're selling an e-book with 100 [business](#) tips in it. You could write one with 50 new tips and use that as the deluxe version.

34 Add an extra [profit](#) stream by selling the reprint rights to your web site content. They could be [articles](#), e-books, reports, etc. Allow people to compile them into an e-book and sell it. Just have them include your ad copy and link back to your web site in the e-book. You could also have people give the e-book away.

35 Make your product offer very rare. People perceive things that are rare as being more valuable. You could use a limited time offer or free bonuses. For example, you could have a countdown timer on



your web site and say, "Order in the next 5 minutes and get 6 free bonuses!"

36 Attend [trade](#) shows and seminars that are related to your specific industry. Pass out business cards or brochures about your [business](#). Rent your own booth at the trade show. You could use free items to attract people to it.

37 Swap articles with other e-zines publishers. You could get your [articles](#) published more often if, in exchange, you publish their articles. If they are hard negotiators, maybe you could offer to run two of their articles to one of yours.

38 Ask people to link to your site's content. Some people may not want to link to your home page but might want to link to your content. Just include an attention-grabbing link or graphic on the content page that [leads](#) people to your home page or [sales](#) letter.

39 Convert your web [site](#) into an e-book. You could offer your e-book as a free bonus for your product or another business' product. This will also allow people to view your web site offline as well. You could put it on a CD-ROM and include it in your direct mail packages.

40 Create e-books for other web sites or businesses.



You could create them for no charge in exchange for an ad or a mention of your [web](#) site inside. You could also create them in exchange for getting the reprint rights to them. You would never need your own product to sell.

41 Make sure your classified ads don't sound like ads. Don't ask people to buy anything or they won't click, give something away instead. You could also mention a major benefit. For example, "How To Lose 5 Pounds In Two Hours." Another example, "How To Write E-books Fast!"

42 Give your free bonus products extra perceived value. Don't use the phrase "Free bonuses", use the phrase "You will also get...". People won't assume they're free and it will make the person think they are worth more [money](#). People usually assume free bonuses are just leftover things from your [business](#) that are not worth much.

43 Keep your visitors at your web site longer. The longer they stay, the greater chance they will buy. Just hold a treasure hunt contest on your web [site](#). Have them try to find something like a graphic, picture, word or link. You could give them a freebie or [cash](#) as a prize for finding it.

44 Make sure you're always creating new products and services or improving old ones. Most products or services won't stand the test of time [online](#). You



could hire a focus group to get ideas on how to improve one of your existing products, or to think up ideas for new ones.

45 Try out new business opportunities. You could combine them with your current [business](#). It could add an extra [profit](#) stream to your web site. You could join [affiliate](#) programs, MLMs, drop ship selling programs, etc. Another [idea](#) would be to joint venture with other businesses.

46 Customize your product or service if you have too much competition. For example, if you're selling an advertising book, rewrite part of it and target it just to pet businesses. Another example, if you're selling an accounting [software](#), you could change part of it to sell it as business-to-business accounting software.

47 Sell a lead-in product super cheap, even if you lose a little [money](#). If people like it, you have a greater chance to sell your higher priced product. For example, someone might buy your low priced product, then buy your medium priced product, then your high priced product.

48 Give people a free version of your product. If it does what you say, they will pay for the upgrade or deluxe version to get more benefits. You could also use a full free product as the lead-in product. If they like it, they might buy one of your related products.



49 Ask your visitors outcome questions in your ad copy. For example, "Where do you want to be financially in the next two years?" Another example, "What do you want your dream spouse to be like?" This'll persuade them to buy so they might have a chance to experience what's in their mind.

50 Give your product away for free to people who will agree to influence your target audience to buy it. They could be experts, famous athletes, actors, etc. You could ask them to write a persuasive endorsement or testimonial for your product (if they like it). It could be one for your ad or one for them to send to their e-zine subscribers for [affiliate](#) commissions.

51 Purchase reprint rights to other people's e-books and combine them in a large package deal with your own product. You should [check](#) with the reprint rights [owners](#) to see if they will allow it first. If you can't afford to buy reprint rights, you could always [trade](#) for them.

52 Sell your products at a wholesale price to retail web sites. You could sell them individually or in bulk. You could charge normal consumers a monthly or yearly subscription fee to buy your products at wholesale prices. You could also sell them for wholesales prices if they link to your web [site](#) or run your ad in their e-zine.



53 Set up joint ventures with other businesses to sell your product to new customers. They can introduce it to their customers for a set price or join your [affiliate](#) program and earn commission on each product sold. This is one of the best ways to promote a [business](#) if you're just starting out too, because you don't need a customer list or an up front ad budget.

54 Hold a free contest or sweepstake at your web site. Ask them to give you their contact information to enter. Just get their permission to send them new product offers. You could also announce the winners to them, as well as sending new contest announcements.

55 Assume your potential customer is going to buy. For example, you could say, "Dear Future Millionaire". They will want to buy in order to feel that way. Another example, "I know when you start reading this [book](#) you won't be able to put it down."

56 Create an alliance with 3 or 4 web sites. Include each of your ads or banners on the other web [sites](#). You will all share targeted [traffic](#) with each other. For example, you would instantly have 3 web sites selling for you without paying them an affiliate [income](#). You would just be giving them ad space on your web site.



57 Give your visitors a different free bonus for each link they click-through on your web [site](#). For example, you could say, "If you click on this link you'll get a FREE course!" Another example, "If you click on this link you get a free e-book!" You could also place a picture or [graphic](#) of the freebie beside the link.

58 Make [money](#) from web sites that don't have an [affiliate](#) program by doing a joint venture. Set up the affiliate program through a third party for them. By doing that for them you could require that you become their only affiliate. You would instantly become a super affiliate because you would be the only one with no competition.

59 Offer a search option on your web site. People will stay longer because it gives them the option of searching through your web site using keywords. They also won't get frustrated when they can't find something. It's a good idea if you have an organized navigation bar.

60 Provide a chat room on your web site. Your visitors will want to chat with other people who are interested in a particular subject. They may also [talk](#) about how they enjoy your products and services. Your new visitors and prospects may see everyone chatting and that might persuade them to buy.

61 Start your own Internet radio station. It could be related to the theme of your web site and you could





advertise your products over the station. You could also charge other businesses advertising on your station. You could start a music station or something like a talk radio station.

62 Add a "FAQ - Frequently Ask Questions" section on your web [site](#). People won't email you a question and leave. They will stay to find out the answer. You could also publish an ad for your main product or service on your FAQ web page. If their question is answered, they may buy that day.

63 Make your site's text easy to read. Most people will strain their [eyes](#) trying to read text that is too small, [light](#) or bright. You could ask some of your friends and [family](#) members to read your web site to be absolutely sure. They will tell you about any other things they don't like too.

64 Form a strategic alliance with other related but non-competing businesses. You'll be able to beat your competition by selling to a larger audience, sharing advertising costs, [trading business](#) strategies, bartering both goods and services, gaining new products to sell, packaging products together, etc.

65 Offer free [online](#) tools your visitors can use right at your web site. It could be a search engine submitter, ad or letter templates, e-book compiler, etc. If they like them, they will revisit your web site again and again to use them and tell all their friends about



them.

66 Make extra profits from selling monthly updates of your free e-book. You could also back-end sell the extra, never-before-released chapters of your free e-book. You'll have a lot more people reading your e-book and seeing your ad because it's free and because you allow others to give it away. Plus you can make more [profit](#) from it by selling extra content.

67 Negotiate with e-zine publishers to get free or discounted ads by letting them join your [affiliate](#) program and earn commissions on the ad you run. You could also offer them other incentives like a free product, a reciprocal e-zine ad, a membership to a [business](#) club, etc.

68 Get your products or services evaluated for free. You can give your product for free in exchange for evaluations and even testimonials. You will find out any problems with your product before you sell it. You might also discover new uses or selling points for your product too.

69 You could highlight keywords throughout your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc. You could also repeat keywords one after another. For example you could say, "This is a soft, soft, soft rug."



70 You could bullet or indent your benefits in your ad copy. Most people won't read the whole ad copy, so make your product's benefits stand out and you won't lose the [sales](#) from all the skimmers. You can also indent other things like your guarantee, post-scripts, testimonials, closing, etc.

71 You could change the size of your text in your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will stand out. You could also use more space in between important parts of your ad copy to make them stand out.

72 You could raise or lower the price in your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value. Either way, you need to test which price will pull the most orders. Another idea would be to use an odd number like \$19.46 instead of \$19.99, \$19.95 or \$19.97. It makes it look like there is a specific reason you priced it like that.

73 Educate yourself with new strategies to increase your sales. You could take classes, subscribe to e-zines and [magazines](#), read [books](#) or e-books, etc. Internet [business](#) and technology move at lightning speed. You need to keep up so you don't get left behind.



74 You could add special offers in your ad copy. It's usually easier to sell the offer than the product. You could use discounts, free bonuses, volume [sales](#), etc. For example, you could say, "You'll get 5 bonuses when you order by Aug 24, 2002!" Another example, "Buy one, get the second one half price off."

75 Allow other e-zine [publishers](#) or web site owners to republish small nuggets or excerpts of information from your free e-book with your byline or ad included. That is another way to market your business with the use of a free e-book.

76 When you ask someone to sign up to receive a freebie, don't ask for really personal information. This is a fast way to lose a potential prospect. For example, if you ask them for information they want to keep personal, they might not want sign up. Another example, if you ask for too much information, they may not have the time or patience to fill it all out.

77 Advertise your [online business](#) by dressing in clothes that are imprinted with your ad. It could be a T-shirt, ball cap, coat, etc. You would want to especially do this if you are going to a crowded event, like a [football](#) game, a county fair, party, dance, a social club, etc.

78 Trade links with other web sites. They should be related to the subject of your web [site](#). Instead of



[trading](#) links, you could also trade banner ads, half page [ads](#), classified ads, etc. If they turn down your trade offer, you could offer them some extra incentives like free things and extra free ad space.

79 Outsource part of your workload. This can save on employee costs, equipment costs, taxation costs, expansion costs, etc. You should keep the work you enjoy doing and get rid of the rest. You need the extra time to enjoy life.

80 Use blue, underlined text links. People have been conditioned to think that blue, underlined texts are links. You do not want to lose visitors by using a different color. I would also use text links over banner or graphic links because they have been proven many times to out-pull banner ads. You could place the graphic beside the text link though.

81 Set up a cross-promotion deal with another web [business](#). Allow them to sell your product as a back-end product to their existing customer base. The web business' product should be related to your product or service. If not, it may not sell that well to a different target audience.

82 Sell your [product](#) in a package deal with other web businesses. You can both advertise it and split the [profits](#). For example, if you are selling tennis rackets, maybe you could partner with a tennis ball business and package them together. It's a win/win



joint venture deal.

83 Rent your products out for a set period of time. It's like selling but you get the products back to rent again. You could make more [profit](#) in the long run renting your products or services. People today have less [money](#) and would rather rent than buy something and only use it once.

84 Allow people to subscribe to your products. It works best when selling information products, services or memberships. You could charge them per week, per month, per quarter or per year. It will bring in secure residual [income](#). Plus you can sell your subscribers back-end products for single [sales](#).

85 Allow people to lease your products. It's like renting them but they have the option of buying at the end of the lease. For example, if you were leasing out computers, the [customers](#) would pay you a monthly fee. If they returned the computer at the end of their lease, you could lease it out again to someone else, or even sell it.

86 Add a message board to your web [site](#). People will visit your web site to ask questions and answer other people's questions. Some people will just participate on message boards so they can leave their link but those people may end up buying your product too.



87 Add a directory of web [site](#) links to your web site. People will visit your web site to find related web site links for the topic they're interested in. This saves them time and effort searching for all those links personally. If you update it often, they will come back and revisit and maybe buy one of your products.

88 Add an [article](#) section to your web site. People will visit your web site to read and learn new information related to their interests. You want to have original [content](#) so people can't go anywhere else to get it. You also want to update it regularly so they will want to revisit your web site over and over.

89 Add an archive of past e-zine issues to your web site. Your new subscribers will visit your web site to read the past issues that they've missed. Your old subscribers might want to look up some information or ads they remembered seeing in your e-zine.

90 Add a free e-book directory to your web site. People will visit your site to download, [study](#) and read new information. If you do add one, offer e-book related products. Those people might decide they want to create their own e-book and submit it to your directory.

91 Add a free classified ad section. People will



visit your web [site](#) to place their own free classified ad and to read other offers. You can encourage them even more by telling them you will pick a few classified ads to run in your e-zine. This may influence them to subscribe to your e-zine or to revisit your web site regularly to submit new classified ads.

92 Add a free link page to your web site. People will visit your web site to place their own link and to look at other people's links. You could say to the link submitters that you'll run their link once in your e-zine if, in exchange, they place your link on their home page for one or two months.

93 Add an "About Us" page to your web site. People will visit your web site to read about you and your [business](#). This will help to make your relationship with your prospects more personal and persuade them to buy. Include some of your non-business information too on your "About Us" page.

94 Add a guest [book](#) to your web site. People will visit your web site to leave their opinions about your business and to list their signature file. Yes, they may only be doing it to get free [advertising](#) but it could be a visitor who might eventually buy your product.

95 Add a free software download page to your web site. People will visit your web site to find new software that will make their life easier. Your [software](#) could be your own, freeware, submitted





shareware or demos. The [software](#) should be related to your target audience.

96 Show your potential e-zine subscribers a sample issue of your e-zine. Black out some of the important information; this will make them more curious and get them to subscribe. Use a really juicy tip they haven't probably heard of. You could just tell them where to find your e-zine archives or that sample issue after they subscribe.

97 Give away a free follow-up autoresponder course. Publish your e-zine ad in each lesson. The more people who see it, the higher the chance they'll subscribe. Your e-zine needs to have a lot of original and quality content for this to persuade them to subscribe. Of course you could also mention one of your products in each lesson.

98 Offer your potential [customers](#) a discount on a particular product you sell if they subscribe to your free e-zine. For example, you could say, "Subscribe to my free e-zine and get a 40% discount off my latest e-book!" After they subscribe you could tell them about your secret discount order page in the 'thank you' e-mail you send them.

99 Give other [businesses](#) permission to give away a free subscription to your e-zine as a bonus for a product they sell. You want the [product](#) or service to be related to your e-zine though. Just think, you could



have a lot of [businesses](#) offering your e-zine to their customers.

100 Ask your potential subscribers questions that'll persuade them to subscribe. For example, you could say, "Would you like to be able to retire before you're 40?" Another example, "Does the idea of working at [home](#) appeal to you?"

