

# **27 Tweaks to Enhance Your Online Marketing Profits**

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*By Jason Fladlien*

### **#1 - Email Only**

When creating squeeze pages, there is no longer a need to capture the first name. Just capture the email. In years past, the name was good because you could do "name personalization" in the email you send out. Now everyone knows it's a trick. It usually decreases response.

Capturing ONLY their email on the other hand almost always increases your conversion rates on your squeeze pages. So forget the name, capture the email address only.

### **#2 Send More Second Notices**

At the very least, in your email marketing, you should add on more autoresponder messages, and email more frequently.

The easiest way to do this is to take your last email you wrote, and just copy and paste it in again and send it out. The only thing you change is the subject line to: second notice. And then say, "here is the email I sent you yesterday, in case you missed it..." and then just give them the same email.

Almost no time or effort on your part... yet if you got any response at all from the first email, you will get results from this one as well.

### **#3 Test a Simplified Squeeze Page**

If you have a squeeze page out there right now to build your list, and it's over 100 words, make it less. Usually a lot less.

Just a headline, a subhead and a one sentence call to action works wonders. Just like the squeeze page giving away this free report. At the very least it's worth a test. It almost always increases your conversion rates.

### **#4 Spend Less Time Studying**

One of the ways to increase your profits is to simply take more action. Way too many Internet marketers study too much.

You should - at the very least - act as much as you "study". So that means if you spent 10 minutes reading this report, you should follow it up immediately with at least 10 minutes of pure action to build your business.

If you do nothing more but follow this rule: "take action at least as much as you study" your Internet business will meet with success.

### **#5 Use Weird Words in Headlines**

This applies to email subject lines, blog post and article headlines and even sales letters. Weird words get attention, and can help get your message read.

Some of our favorite words to use are unadulterated, shenanigans, bam-boozled, balderdash, dumbbell, dilly-dally and willy nilly.

### **#6 Super Short Email Subject Lines**

Think about it - when your friends, co-workers, and family email you, they usually write very short email subject lines. So that helps you get YOUR emails you send opened.

Also, they stand out. Most marketers use super long subject lines, so yours will draw attention because they're so short. Try it. You'll be amazed at your open rates.

### **#7 Use Pattern Interrupts More**

The last example (#6) is a pattern interrupt. Every other marketer goes long, you go short. Here's another example of a pattern interrupt. On a call once, Jason was about to reveal a strategy for making money online.

He started it with: "What I'm about to show you, you probably won't do even though if you did do it, your success would be almost guaranteed. However, even though it's such a great strategy, almost everyone I share it with never does it... and I don't know why... so you probably won't do it... but if you did do it, man you'd get quick and easy results."

This is a bit of reverse psychology. Most marketers frame it the other way - you can do it. Jason interrupts the pattern - you probably won't do it... Result - people are more eager to prove him wrong, and actually do it!

### **#8 Sell Earlier**

One of the biggest mistakes people make in marketing is they don't sell early enough. Especially on low ticket products. Often times people leave the sales page before they even know what the offer is. Sometimes the best thing to do is come right out in the first paragraph and say:

"I'd like to sell you something. I think you'll want to buy it, because it's a really great deal. Here's what it is..."

### **#9 Turn Problems into Selling Points**

We had a client once who said - "The problem with my niche is that, while there are some people who will buy things, there are a lot of freebie seekers in the niche... what should I do?"

We told them to come right out and say - "This is only for people who are smart enough to invest in themselves, and understand the benefits in investing in their education. If you're a freebie seeker, this is not for you..."

Don't try to ignore the problem. Come right out and hit the problem head on, and turn it into an advantage.

### **#10 Use More Interesting Facts**

It's fun to pepper in interesting facts in your marketing. It gets attention. It gets people to want to read more from you, and they can be great jumping off points.

For example: Did you know a camel has three eye lids? Sometimes I think beginning marketers have three eyelids - because they are blind to some of the simplest opportunities to make quick cash. This is one of those opportunities... (then launch into your pitch).

### **#11 Launch on Paydays**

Some of the most valuable days to send emails and do product launches are on the 1st and 15th of each month. Why? Because that is when a lot of people get paid. And they have money and are looking to spend it.

### #12 Short, Punchy Sentences

One of the easiest ways to improve your writing is to write shorter sentences. Here's an example from the start of a piece of copy Jason wrote for a client:

*This is going to be low key. No hype. Frankly hype attracts the wrong kind of person. No big claims. No play on emotions. Just straight talk.*

*Us and You.*

*Let's make a deal. Since we're going to be so forthright and honest... Do us a favor.*

*Read every word. It's of topmost importance. Why? Because if you're someone who "gets it"... and wants to finally do it right... then the opportunity we have for you might make all the difference.*

*Let's do this.*

See how punchy that is? Longer sentences are "chunked down" with "..." and most sentences are very short. Nice.

### #13 Test a \$2.95 Trial

If you're selling a \$37 product, split test it against "Pay \$2.95 now and if you like it, you'll automatically be billed \$37 in 7 days from now". This doesn't always work to increase overall conversions and sales, but sometimes it does gangbusters and is always worth a test.

### #14 Sell MORE

Here's something interesting. When Jason sends out an email to his list pointing them to a blog post... and asking them to comment on that blog post... he usually gets about 50-60 comments.

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However when Jason launches a product - even a higher ticket product - he gets far more than 50-60 sales.

Interesting. It just goes to show you people really want to buy stuff. So you should probably make more offers and sell more stuff.

### **#15 Think Smaller, Not Bigger**

The problem most people have is they want to build a 5000 person list overnight. And they think this for months, and end up with a list of zero people.

Much better is to think something like this: "5 a day". Meaning 5 email list subscribers a day. In 1 year, that's close to 2000 subscribers. Of course you can say "5 a day for the first 180 days". Then bump it up to 10 a day.

By making smaller, more obtainable goals, it helps you focus and makes you actually go out and attack it, and accomplish it.

### **#16 Always Sell Dollars at a Discount**

I don't care what you sell - show them how what you sell "more than pays for itself". This is easy with make money products. If you can show them a system that can make them 100 dollars a day, and you offer it for \$37, it's easy to show how it more than pays for itself.

But you can and should do this with any marketing. For example, if you were showing how to "ace the SATs so you can get into a good college" you can explain how doing this would save them money in terms of scholarships and private tutors, therefore more than paying for itself.

Always show how your product pays for itself. And never sell a product that doesn't pay for itself if used properly.

### #17 Use Google Alerts

You can sign up at [google.com/alerts](https://www.google.com/alerts). Any time they index something with a keyword you want to be alerted for - they'll send you an email letting you know about it. So if you're an expert in a certain topic, you can always be "Johnny on the spot" and respond to it.

People will think you're all-knowing... when you're just smart enough to use a cool free tool.

### #18 Use Digg.com for Headline Ideas

Digg is great because people vote on stories; therefore the most popular stories usually have great headlines. You can go there and sort by "most diggs". Here are some examples we uncovered in just a few seconds:

"Is This the Natural Gas Century?"

"Black Man Wears Adolph Hitler t-shirt"

"Mother Breastfeeds 5 year old boy"

The techniques are instructive. The first one is a prediction type headline. Could you use a similar prediction headline in your niche? The other two are "incongruent" headlines, where two things are put together that normally aren't see together. Could you use a similar strategy in your next headline?

### #19 Do More Interviews

Interviews are the easiest way to create content - you simply leverage the expertise of others. And they are easier than ever to do - there are so many conference services out there that are so cheap to set up... and they do all the recording for you.



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Everyone should be in the business of interviewing others to create content to use for Internet marketing purposes.

### **#20 Focus On Long Term Skills**

Here are things that will always be valuable: salesmanship, quality content creation, time management, and understanding marketing fundamentals.

Here are things that probably won't be valuable in the next few years: tricking the search engines, looking for certain loopholes and exploits, trying to find "magic solutions", relying too much on technology, etc.

Focus more on those 4 key things that build long term skills... as they are valuable no matter what business you're in.

### **#21 Use Goofy Holidays for Sales**

Sales are good as long as there is a "reason why" behind them. Some of the best sales are for fun, goofy reasons.

Here's some we found for May: <http://www.gone-ta-pott.com/Maycalendar.html>

You could do a "National Teachers Day" sale... and make certain information products you sell half off just for that day. There is also National Windmill Day. Can you think of a way to "spin" that into a sale? (Get it?)

### **#22 Speak With More Energy & Enthusiasm**

We learned this one day when reading reviews on a Tony Robbins product offered on Amazon.com

All these people, one after another, were talking about the tonality of Tony's voice, and how they loved it. Hmm... that made us more conscious of putting more energy and excitement into our own voices.

And this makes a huge difference when you're doing audio and video stuff of ANY kind. Customers will comment and send their appreciation and want to get more stuff from you. Just because you have some excitement in your voice.

### **#23 Put More VALUE in Your Advertisements**

Most sales letters are all pitch, no value. That sucks. One of the best ways to sell something is to prove in advance the value of what you're offering. So that means putting some good information right in the sales letter itself.

This will help "prove" your value, thus making you more sales.

### **#24 Think Narrow**

One of the best ways to dominate your niche is to go after really small niches. Internet marketing is a big niche. Using WordPress in Internet marketing is a big niche as well. Using WordPress specifically for affiliate marketing by setting up review sites is a narrow niche.

Easy to penetrate, dominate and make sales from and become the "go to" in.

Think narrow in your niche to get the quickest results.

### #25 Experiment More

You should set some time aside every day just to try out something new in your business - just to see what results you get. If you usually write long emails, write short ones. If you usually write short ones, write long ones.

If you create "hypey" sales letters, go low key. Try mailing twice in one day and see what happens. This is where those breakthroughs come from - just by trying new stuff on a whim to "see what happens".

### #26 Improve Your Workplace

Hey, you work there; you might as well make it as pleasant as possible. One of the best ways to do that is to use "action motivators" all around you. If you find you waste time, put up 6 or 7 clocks all around you.

Get a whiteboard and everyday write a "reason why" you will succeed that day on the board. Put a bamboo plant next to your computer to signify rapid growth. Get your hands on some fake money, and put piles of it on your desk. Whatever you can do to make your workplace more inspiring...

### #27 Condition Immediate Action

If you condition yourself to immediately act on good ideas as soon as you hear them... that alone will ensure your success.

And how do you do that? Make it a habit. Here's the easiest way - as soon as you hear a piece of information that gets you excited, act on it the first chance you get. Even if it's just 5 minutes of taking action.

You do this each and every time, and soon you'll automatically find yourself acting on good information. And that's a great habit to have.

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Converting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

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**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

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**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>