

Amazing Advertising Tips

**30 Quick & Simple Tips to
Turbo-launch your business to the next level!**



Amazing Advertising Tips

by **Sweet Spot Training Centre**

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Preface

Amazing Advertising Tips combines nearly 30 years of offline and online sales, marketing and promotions experience, and compiles them into this short read consisting of **30 quick and simple tips**. Reading this will not help your business or your advertising knowledge but putting a few of these tips into action will! Just use one, two, three of these tips to see your web traffic visits and bottom-line sales **skyrocket higher!** Not because we say so, but because these are proven strategies that work!

No matter how great your website looks, the bottom line is that it will not help your business succeed if **a lot** of people can't find it. **Amazing Advertising Tips** will equip you with easy techniques that you can use **RIGHT NOW** to grow your business and take it to the next level.

You can also get these valuable tips and training with **Amazing Advertising Tips - mp3** audio training. Download it to your iPod, mp3 player, or burn it onto a disk and listen to it in the comforts of your car home, to boost your advertising training and **EXPLODE your business even further!**

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Chapter 1

1. WIIFM? (What's In It for Me?)

Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc. This may also answer some of their buying questions ahead of time. People don't want to buy products without knowing you will be there to help if they have problems.

2. Seek Constructive Criticism

Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce ad copy that is more profitable. Have a web form or e-mail link in place so they can answer you easily. You may find out they don't like your guarantee or graphics. It could be anything – even something that is simple to fix.

3. Engage in Public Relations

Think of ways to get your site or business in the news. You could sponsor a fundraiser, break a world record, hold a major event, etc. Simply write a press release about what you've accomplished, and then send it out to media outlets that cater to ***your target audience***.

4. Go Viral

Hold a contest on your web site. Give other web sites the option of offering it to their visitors. This will multiply your advertising all over the Internet and may even become viral! Of course the contest must either be ongoing or held regularly so you could allow other online publishers to offer it to their visitors or subscribers.

5. Reassure Your Clients

Tell your potential customers that your ordering system is highly secure. Also reassure them that you take every effort to protect them. People want to feel they are safe online. They want to know that you care about their well-being. Tell them all about what you currently do for them to make them feel more secure.

Chapter 2

6. Promote your Website

Carry business cards with you wherever you go. Have your web address printed on them so you can hand them out to everyone you meet. Just think of all the people you meet on a regular basis: grocery clerks, post office workers, bag boys, family members, friends, salesmen/women, etc. Set a target to hand out 10 or 20 business cards per day and then watch the number of visitors on your website- and your total web sales soar higher and higher!

7. Show Yourself as an Expert

Contact national radio stations to ask them if they are looking for guest speakers. Tell them your area of expertise; maybe they'll book you for a show. Of course you will want to contact targeted stations and shows that would want to know more about you and your area of expertise. Splash your appearance on your own website with a back link to the station's website. They'll be so impressed by their own increase in visits to their site as a result of having you on their show that you will probably hear back for a second appearance!

8. Network

Join clubs related to your area of business. You could trade leads with other businesses. Learn new ways to run your business and sell your products. You could also create your own online business club. You could provide private chat rooms, message boards, articles, etc.

9. Name Your Brand

Think of a domain name for your web site that's easy to remember. It should be related to what your business does, sells or provides. If there are not any business names available, use your actual birth name and brand yourself. Your own name will give you credibility and make you better known. To get the most from your website name, be sure to read our article: [URL Gonna Love This – How to Name Your Website](#) available exclusively to Sweet Spot Members.

10. Pay-per-Click

If you have a little capital to invest in your advertising, then aside from all the tips that do not cost anything to do, consider investing in a bit of paid advertising. One excellent paid advertising strategy is to position your web site at the top of pay-per-click search engines. Pay-per-click is a paid advertising tip that only requires a small investment for a BIG return! You will only pay your set amount for each click-through you get to your web site. Just make sure your profits will pay for your advertising costs by regularly testing your keywords. In a very competitive market, you can opt to choose the lower cost keywords to gather the lower hanging fruit.

Chapter 3

11. Get Feedback

Allow your visitors or customers to increase your traffic or sales for you. Ask them how you can improve your business, web site or product. You can ask them at your web site, in your e-zine, on your

message board, in your chat room, in your guest book, in your product packages, etc. You can even make up a free survey on www.surveymonkey.com and send out the link. With this, they can even provide you with some honest feedback anonymously. If you make it easy and convenient for your visitors to give you feedback, they will.

12. Develop an e-zine (on-line magazine)

Team up with other e-zines that have the same target audience. Combine subscriber bases and then publish one e-zine together to increase subscribers. You could all include your ads and announcements in the e-zine, or sell ad space in your ezine to other businesses with related or complimentary products and services. You could also take turns for the top advertising space.

13. Partner

Another paid advertising tip that works is to swap endorsement advertisements with other web sites. Endorsement ads usually pull more sales and traffic than regular advertisements. People have taught themselves to ignore advertisements because they see hundreds of them every day. Endorsements usually don't look or sound like normal ads so naturally they attract more customers.

14. Outsource

Outsource part of your workload to save time, save money, and allow you to spend more of your time on the work you actually like to do – the work that makes you money and promotes your business. You'll save money on employee costs, space costs, training costs, etc. Keep the work you enjoy doing to keep you motivated and ship out the work you don't like so it all gets done quickly and simply.

15. Include a Signature

Include a signature file on all the e-mails you send out. Provide your business name, phone number, e-mail and web address, etc. Also include a brief blurb for your business or the product you're selling.

For example, at the bottom of our signature, we have the catch phrase: “ Life is for living, shouldn’ t it be Sweet?” with a link to our website www.SweetSpotTraining.com

Chapter 4

16. Graphic Appeal

Use pictures or graphics on your web site that support the product you're selling. They will give your visitors a clearer vision of your product, the benefits of the product, even people's emotion when they own or use the product. You could also use ‘ before’ and ‘ after’ pictures that will show the kind of positive results that are experienced when someone uses your products or services.

17. Provide Excellent Customer Service

Create a friendly, long-term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis. You could follow-up with gifts, greeting cards, freebies, bonuses, coupons, special offers, reminders, your e-zine, helpful advice, the list is endless. Remember that without customers, you can not have a successful business so treat them like they matter to you.

18. Form Alliances

Build strategic alliances with other web sites. You could exchange banner ads, sell each other's products as back-end products, cross-promote, etc. You could also create a web site together and promote

it on your separate web sites. You would both just split the costs and profits.

19. Increase Your Product Value

Increase the perceived value of your product and you will skyrocket your total sales volume. Add ons like free bonuses, after-sale services or an affiliate program will boost sales higher. Other factors that also help boost sales on your site are: the domain name, professional design or look to your site, the functionality of your website, a good-looking product graphic and persuasive ad copy.

20. Offer Incentives

Give customers a discount on their total order to increase sales. You could give them a discount for ordering over a set dollar or product amount. For example, you could say, "Buy over \$39 worth of products and get a 20% discount on your order!" Another example, "Get a 15% discount if you order 3 or more products!"

Chapter 5

21. Offer Free Content to Others

Allow your visitors to reprint some of the content on your web site. Just ask them to include your resource box and a link back to your site (called a "back-link") in exchange. This will instantly turn your content into a traffic generating machine and the external links that link back to your website will increase both your visitor traffic and your page ranking in the search engines.

22. Contests and Give-aways

Provide a free contest or sweepstakes on your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit. You can also attract them to revisit by holding one every week or month. You could also start an opt-in list for people who enter your contest or sweepstake so you can follow-up with them regularly.

23. Using the Right Tools

Save time and money by using ad submitter tools. You will reach a larger part of your target audience far more quickly than by manually submitting your ad. You should manually submit your ad to the most popular web sites so you have a better chance of being listed or placed in a good position. *(Check out our Resources and Tools section for fantastic submission tools)*

24. Create a Good First Impression

Always try to create a good first impression. You will not be able to sell very many products if your visitors think your web site looks unprofessional. Use crisp graphics, attractive color combinations, a readable text size, even spacing, even margins, bold headlines, indent benefits, and good website optimization techniques. (You can read more about effective website optimization techniques on the Sweet Spot website.)

25. Procrastination Sucks

No successful business was ever built on good intentions. All solid, successful businesses are built on hard work and determination. Procrastination sucks the life out of you – and your business. It is time to stop procrastinating and start finishing all your business tasks. Make a list and then do one at a time, checking them off you as you. You' ll be surprised at how quickly they all get done. Don' t get caught up thinking that you can never get them all done. Make a list. Do the easiest or most crucial one first and move down the list. Cross off each task as you complete it.

Chapter 6

26. Build Relationships

Develop a relationship with all your visitors and customers. Tell them how much you appreciate them visiting your web site or buying your product. Invite them to online and offline events like free chat room classes, parties, dinner gatherings, business events, etc.

27. Hire a Business Coach or Mentor

We can't all be experts at everything. Many small businesses – especially those in the services industry, fail within the first 3 years because while the service may be excellent, the business knowledge, skills and experience needed to make it succeed on the back end is vastly lacking. Hire a business coach or a mentor to help improve your skills and your business. Doing so will help increase your sales, motivate you, balance your workload, etc. It would be like renting an extra brain because you would have double the thinking power.

28. Don't Get Too Comfortable

Stay away from being too comfortable with your income or your life. You should always be making new goals for yourself, developing new sales ideas and always open to growing and learning. The world keeps changing and if you pause too long, you might miss out. You only live once so make the most of it.

29. All Work and No Play – The Workaholic

Make sure you do not become a workaholic. Your mind needs time away from your business life. Taking some time for yourself will help your brain think clearly when it is time to get back to work. The best time to get profitable ideas is when you're not thinking about them. You will find that they will just pop into your brain.

30. Set Goals

Create and follow short and long-term goals for your business. The short-term goals can create early success while the long-term goals can create future success. Design each goal so they all add up to your ultimate goal. Learn to discern the difference. Don't make your goals too unrealistic otherwise depression and frustration could move you farther away from them.

Conclusion

Review these tips over and over again. If you incorporate even a few of them into your regular business practices, you will see positive results that will launch your website and your online business forward. Also, be sure to check out our articles and valuable list of [Resources and Web Tools](#) for fantastic list-building, marketing and other easy tools you can use right now to boost sales and increase visitor traffic to your website.

To your continued success!

Mike & Sally

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