

50 Cash Secrets



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This Report is brought to you by Jeff Davis

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50 Cash Secrets

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Let's get started.

Cash Secret #1

Keep visitors at your web site for as long as possible. Allow them to download free e-books. This will help increase your sales. You could use sign up for contests, use free online services, etc, pop-up pages, pop-under pages and exit pages too. But be warned, this can annoy some visitors. Don't over do it.

Cash Secret #2

Anticipate any objections your visitors may have about your product's offer. You must research your target audience's needs and wants. For example, your target audience may not like businesses that use free web site domains. Another example, they may not like to buy from web sites that don't accept offline checks. You may get objections about the price you are charging or features of your product or service.

Cash Secret #3

Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you. For example, don't say, "You can make 1 million dollars in 2 days!" Another example, "You can fold paper at home and make up to \$2000 a day!" Just be real and be honest. That will take you a long way.

Cash Secret #4

Pick a good name for your business and product. Your names should be memorable and describe the kind of product you're offering. Names that rhyme are easy to remember. If you're selling information products you may want the word "publisher" in your business name. You also don't want your name to have any offensive words or phrases in it.

Cash Secret #5

Solve your customers' complaints by being quick and friendly. The faster you respond, the more your customers feel you care about them. You could set up a handy FAQ (Frequently Asked Questions) list. You could also add more ways they contact you faster, like by e-mail, phone, web message system, fax, instant message, cell phone, etc.

Cash Secret #6

Never think your customers are satisfied with their purchase. You should be constantly finding new ways to over-deliver and improve your product and service. You could give them free surprise gifts, survey your customers, take all their opinions and questions seriously, set up focus groups to improve your product, etc.

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Cash Secret #7

You must reach your prospect on three levels. These levels are his/her Wants, Feelings and Beliefs. Everyone has needs, yet when it comes to fulfilling those needs, you always respond by what you want, how you feel and what you believe.

Cash Secret #8

Don't only market your product, market yourself as well. This builds trust in you and brands your name. You can do this through article writing, ebooks, free consulting, speaking and many other avenues. You don't have to indulge your life history, yet you can tell your audience a little about yourself. When and where you were born, something exciting from you past, or your families past. Just share and allow your viewers to get to know you a little.

Cash Secret #9

Find new target audiences for your products or services. For example, if you're selling exercise to dieters, try to sell it to diabetics too. You should always be opening new profit streams for your business. Try to brainstorm new profit ideas at least once a week.

Cash Secret #10

Use the phrase "invest in our product" instead of the words "buy" or "purchase". This makes prospects feel they're investing in their future if they buy. You could also tell people how much others have got back from your product by publishing testimonials of people who have made money or reaped the benefits.

Cash Secret #11

If you are promoting physical products, create off line affiliates to market your product. Have people sign up at your web site to sell your products through "house parties". You could have people taking their laptops to parties and selling through their affiliate links. They will get paid just as if they were doing it online.

Cash Secret #12

Use logos and slogans for your business. They make it easier for people to remember and identify your business. For example, when you run into a problem, the first thing that pops into your head is a business that can solve that problem. It is the logo or slogan that has brought that memory alive. Use it to brand yourself as well.

Cash Secret #13

Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Today, we tend to value our time more than our money. As an example, you could say, "Our product works fast!" or another, "The Internet Marketing System That Brings In Money Fast."

Cash Secret #14

Test your methods. Test your copy. Test your graphics, Test, Test, Test and more Test. Need I say more...

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Cash Secret #15

Use the word "guaranteed" in your ads. Make people comfortable to purchase your product. They want to be assured they are not risking their hard-earned money buying your product. For example, you could say, "Our product comes with a 60-day money-back guarantee!" or even another example could be, "Don't forget our product comes with a lifetime guarantee!"

Cash Secret #16

Use the word "limited" in your ads. Create Value this way. People want things that are exclusive or rare because they are considered have more value. For example, you could say, "Only 500 will be sold" or another example would be, "Order before (date) to get the limited Master Resale Rights!"

Cash Secret #17

Use the words "easy or simple" in your ads. People want easy ordering, easy instructions, easy to use, easy payments, etc. For example, you could say, "It's the easiest way to get subscribers!" Another example would be, "It's easy to order - just click here and fill out your information!"

Cash Secret #18

Use the word "testimonial" in your ads. People want to see believable proof before they buy your products. Your testimonials should be real and contain specific proof. For example, you could say, "See the many testimonials from happy customers!" or another example could be, "All the testimonials below were given voluntarily and without payment!"

Cash Secret #19

Use the words "discount or sale" in your ads. People want to find bargains. They could be rebates, one time sales, percentage offers, get-one-free offers, etc. For example, you could say, "Get a 50% discount if you are 1 of the first 50 to order!" or another example could be, "Order before our buy-one -get-one-free sale ends!"

Cash Secret #20

Use the word "free" in your ads. People want free incentives before they do business with you. They could be free books, accessories, services, etc. For example, you could say, "Free shipping with every order over \$50!" or another example could be, "Order before (date) to get 3 extra bonuses free!"

Cash Secret #21

Offer tips to your viewers. Don't just go for the sell. Your visitors are always looking for more. You can place it conspicuously on your pages so that it captures your visitors eye. For example... Hey, you've gotten 21 so far!

Cash Secret #22

Use the words "you or your" in your ads. People want to know that you are talking to them and not at them. This'll make them feel important and compel them to read more. For example, you could say, "You could be the winner in our next contest!" or another example could be, "You are experiencing the benefits already, aren't you?"

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Cash Secret #23

Use the word "important" in your ads. People do not want to miss important information that could affect their lives or their business. People will stop and pay attention. For example, your headline could read, "Important Information!" or another example could be, "Important! Stop And Listen!..."

Cash Secret #24

Use the word "new" in your ads. People want new products or services that will improve their lives or their businesses. like new information, tastes, technology, results, etc. For example, you could say, "Your New and Improved Weight Loss Program! Or another example could be, "New! Just Arrived!..."

Cash Secret #25

Show your viewers how very excited you are about your product and business. If you're convincing and real, they will be excited too. For example, you could say, "I'm so EXCITED about our new product!" or another example could be, "I can't wait for you to experience your success!"

Cash Secret #26

End your sales letter or ad copy with a strong closing. It could be a free bonus, a discount price, a benefit reminder, an ordering deadline, etc. For example, you could say, "P.S. Remember, you'll get all 4 valuable bonuses!" Another example could be, "P.S. Like mentioned earlier, if you order before midnight tonight you'll get 75% off!"

Cash Secret #27

Make your web site user friendly. You should make it easy to navigate and give people the ability to contact you with questions, concerns or feed back. You can do this with a messaging program, a contact form, or a guest book.

Cash Secret #28

Do you have a list? If no, why not! Build your opt-in list by allowing your visitors to sign up for a free e-zine, e-books, software, contests, etc. For example, you could say, "Subscribe to our free News Letter and get our newest ebook for free! Another example would be, "Sign up to our free newsletter and get surprise bonuses!"

Cash Secret #29

Give your viewers a web site that is clean. It should have no offensive language so that it doesn't offend your viewers. It should be nice and clean to look at, and it should be easy to read. The colors on it should be easy on the eyes and there shouldn't be flashing so that people who are epileptic aren't affected. It's true! At least keep it in mind.

Cash Secret #30

Give your viewers extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc. For example, you could say, "I'm going to allow you to try out our product for a full 7 days without billing your card!"

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Cash Secret #31

Give your viewers choices. People are different and not everyone perceives their needs the same as another. Giving them options will allow for more conversions on your web site. A good example is the fact that not everyone has Paypal.

Cash Secret #32

Give your prospects or customers a breath of fresh air. Don't be scared to stand out in the crowd. Be different from everyone else. You don't have to do everything the same. For example, you could design your site to work like a mind map or another example could be to design your web site like an e-book with a table of contents, title page, glossary, etc.

Cash Secret #33

Allow your customers to get part of your total offer right after they order. If you have to ship the item, make one of your bonuses available online. For example, if you are selling a printed book, you could have an online version available for them to read right after they order.

Cash Secret #34

Write and submit articles to article directories or e-zine publishers. It should read like an article and not like an ad. You could also offer the publisher extra incentives like giving them freebies, affiliate commissions, compliments, original content, etc.

Cash Secret #35

Have a SOLID Marketing Plan from the beginning. If things change and are not working out, change what needs changing. Back to testing, it will tell you how

Cash Secret #36

Do You Have a Stated Privacy and Disclaimer Policy? Privacy, along with Security, and Business Identity are the three major concerns that customers have when visiting your web site. Your customers peace of mind is objective #1 when trying to sell your product or service.

Cash Secret #37

Keep your content fresh. People as well as Search engines love fresh and unique content. Keeping content fresh will help ensure that your viewers return and the search engine won't think the web site is outdated or abandoned.

Cash Secret #38

Do Your emails comply with the CAN-Spam Act? Any email should have the option to opt out. Never spam your viewers or prospects. You could wind up building a bad name for yourself that could damage your relations and your business.

Cash Secret #39

If you are using a lot of keywords and phrases in your web pages, you may find that you become repetitive. Use headings and subheadings in your writing to break things up a bit.

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Cash Secret #40

Do your best to keep your content fresh, interesting and exciting. This is the best way to convey your message to your viewers on a consistent basis and keep them coming back for more.

Cash Secret #41

differentiate between SEO and your viewer. While you want to draw the attention of the search engines, remember that the viewers of your site are your potential customer. You want to cater to them as well. If they find you through a search engine but don't like what they read when they get to your site, what good have you done either one of you...

Cash Secret #42

Be persistent in your marketing efforts. Once you have a brand and a strategy in place, you need to ensure that you follow up on a regular basis by mentioning it repeatedly in your publications. If you wish to succeed, you need to create a need for your services and/or products.

Cash Secret #43

Add a link to your home page and allow your visitors to Book Mark or Add your site to their Favorites.

Cash Secret #44

Add a link allowing your visitors to Recommend your site to a Friend. They can then email your website link with a prewritten title such as, "Thought you might be interested in this", just by clicking on it.

Cash Secret #45

Create a Privacy Policies page that clearly defines how you deal with your customers.

Cash Secret #46

Monitor your competitors and the top ranked websites in your niche to see what they are doing right in the way of design, navigation, content, keywords, etc.

Cash Secret #47

Don't look at your website as a static brochure. Treat it as a dynamic, ever-changing sales tool and location, just like a real store.

Cash Secret #48

If you design a website you think will attract clients, but you don't really know who your customers are and what they want to buy, it is unlikely you will make much money. A Website business again, is an extension or replacement for a standard storefront.

Cash Secret #49

Make sure your visitors know you have an opt-in list. Let them know what it is and encourage them to opt in. Give it a good place on your home page and make it easy to see.

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Cash Secret #50

Anyone can run their own online business whether you have extensive business experience or not. All you really need is the drive to succeed and the ability to work hard and learn as much as you can about the business you choose to go into.

With the numerous options available for online businesses, you can find one that meets your needs and skills you have to bring to it. Use all the Marketing methods you can to get your business to reach all corners of the internet globe and drive traffic to your site.

The hard work and sweat you put into it initially will be worth it in the end as you can start to relax a little and maybe hire someone else to do some of your daily tasks for you. What better way to earn a living than to hire someone else to do your grunt work for you.

The internet brings more and more cash making opportunities to business owners every day, so why not get on the bandwagon now and start to reap some of the rewards that other internet marketers are achieving? If they can do it with little experience in the business field, so can you.

There you have it.. 50 secrets to turning viewers into buyers and keeping them happy for lifetime profits.

I hope you take away something that helped you. Don't lose this report, use it to your marketing advantage.

Jeff Davis

<http://workathomejobsnow.com>

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Highly Recommended Resources:

Use the following resources and tools to help build your business. This page will be updated often, so come visit often.

Article Directories:

<http://Article-Content-King>

Join over 17,000 authors and start making money from your content and article marketing efforts.

[Ezine Articles](#)

[Article Bay Home](#)

Hosting:

[Host Gator](#)

Autoresponder:

[Aweber](#)

HTML Editor:

[Kompozer](#)

[Trellian](#)

[NVU](#)

FTP Client:

[Filezilla](#)

Affiliate Training:

[Affiliate Cash Secrets](#)

"Discover The Amazing System For Building Automatic Money Machines That Crank Out Profits Every Month!"

Personal Use Tools

[Link Redirector/Cloaker](#)

[Google Adwords - Keyword Tool](#)

[Dupe Free Pro](#)

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