

Multi-Dimensional Marketing™

Strategist

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By Stephen Pierce

“19 Proven Profit Optimization Strategies to Make Your Sales Sing!”

Following are some amazingly effective ways to increase your profits from each sale you make.

However the strategies and tactics alone are not enough. The execution of the strategies and tactics will determine how effective and profitable they will be for you.

While we have a preferred ordering process that makes the following strategies more potent, space doesn't allow for us to go into that this time. So instead, let's give you a different quick illumination that you can use immediately to add punch and vigor to these simple strategies.

Okay, so here is your illumination. Ready? Keep this one thing in mind when looking to upsell so you can get more juice from any single trade-up strategy.

This is simple yet powerful and when you can pull this off, you can look forward to an amazing jump in profits without adding any new unit volume to your current sales flow.

So here it is. Make it your objective to have the buyer say to him/herself, *“WOW, I didn't know that!”* ...when they see your upsell offer.

What does that mean?

Well, let's get right into these powerful profit optimization strategies and use the first one as an example of how you can have your new customer say *“WOW, I didn't know that!”*

PROFIT OPTIMIZATION ALERT! When you have the offer that makes your new customers say *“WOW, I didn't know that!”* then you can run that same offer to your current customers to get a nice bump up in new purchases. Try it. You'll be amazed.

For software sellers! If you sell software, offer a "Tips and Tricks" manual for an additional \$19.97. Here is a possible *“WOW!”* moment. *“After having developed used this software for a year and collaborating with users worldwide, I found this software to be over 300% more powerful than we'd original thought. It's amazing how your results can by tripled with these additional insights. As a result of this revelation we've developed our secret handbook of tips and tricks that we are making available in a limited supply of...”*

Okay, so you get the idea. You can build on that. You present some kind of statement of *“revelation”* that makes them say *“WOW, I didn't know that!”* and is associated with the upsell.

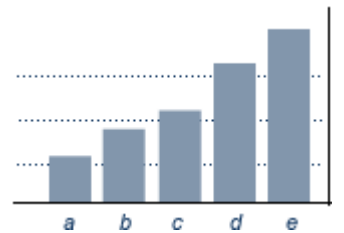
Here's another one for software sellers. Offer a back up version of your software on CD as an upsell. This is a solid gem that all software sellers should test immediately.

Add on premium/priority support. There's nothing more like getting the royalty treatment. Test adding premium support and/or some kind of priority support and service to any package you are selling that's over \$97.00 and see what happens.

Inside this issue...

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Fact #3: The marketing *strategy* is “what” you are going to do, while the marketing *tactic* is “how” you’re going to do it. However, both are useless without proper execution.

- From *“Stephen Pierces’ 47 Facts About Marketing”*

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Offer Priority Rush Delivery at twice your cost to make a profit from faster delivery. Many companies pad the rush charge so they can make a profit on it. Hey, what do you think that "handling fee" is all about? If you are delivering physical products, put the offer on your order page, make it highly visible as a shipping option and sit back and watch the percentage of buyers that select it. It's a pretty cool no nonsense add on that allows buyers who are rushing for your offer to get it now... get it fast... get it overnight.

Add a \$19.95 monthly continuity program to your product. Plan out a series of additions to your products just like the television networks plan out a television series. Know what you are going to deliver and when. Package it all up and add it on to your main package as the latest and greatest of what they are buying today. This is a great way to take a one time purchase and turn it into a 5 to 7 month revenue stream.

Use the "old school" Order Trapper that's talked about in The-Whole-Truth.com. Use a phrase such as *"Order within the next 7 minutes and you'll receive..."* and add an additional bonus. Have a nice pop up appear with a countdown clock that starts at 7 minutes and put the screws to them to take immediate action to secure that luscious bonus dangling in front of them. Now, the best place to test this depends on your website stats. For example, if you have a large percentage of people who abandon your shopping cart or order page, then test it there. If the larger number of people are abandoning a different page, then test it on that page. In fact, test a different offer on each page and watch you trap more orders and your profits scream up the charts.

For eBook sellers! Offer a physical version of your ebook as an upsell. Pretty simple eh? Yea, it's the obvious, yet most don't do it ...and it's quite profitable in fact. Test it and count how much more profit you start taking to the bank.

Here's another one for eBook sellers. If you sell an eBook, offer an "mp3" download of additional unreleased information for \$19.97, or you can simply record your entire ebook as an audio book and offer that as the upsell. Add to that upsell an option to get a back up version of the audio on audio CD for an additional \$14.97. (Many people don't burn mp3's, so don't make the assumption that everyone purchasing an mp3 will. Also, people who download

valuable mp3's oftentimes misplace them. Yea sounds silly, yet it's true. So take that truth to your bank.)

Upgrade them to a second copy. Use a phrase such as, *"Receive a second copy of XXXXX for just \$\$\$\$ more - have an extra copy for a friend or as a backup."* Having a back up for many people today is very important, so use that in your sales process and brace yourself for the sales bump. Also, don't forget the gifts. Position your offer as a gift that, if it's good enough for them, it's good enough for a friend. Get the point? Encourage them to do their friend a favor and secure a second copy for a lower price. This is such a great upsell and so easy to do, that it's amazing how many miss this one.

If you offer a physical homestudy course, offer your "Personal Strategy Guide" for 10% more. That means if your home study course is \$997, then the add-on price can be \$99.00 or something within that range. Allow your new customers to get their hands on your personal journal and records of how you use the strategy beyond what the course offers. No home-study course is able to keep up with the pace of change because the moment you create it, it becomes stagnant and the moment something changes, the course is now for the most part obsolete. So use that as a profitable advantage in your selling process. Even if your offer is on the lower end for hobbyist, this strategy is worth a whirl.



The Delayed Trade Up Program. This is simple. After you have secured a new customer, send a bonus CD of a relevant product with only 20% of the content unlocked and available, make the other 80% visible, however inaccessible. Sell them the other 80% with ability to unlock the rest of the CD for instant access. Now that's delicious! Taste this one and you will be addicted to the additional profits that it brings.

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Here's another Delayed Offer. Sell the bonuses only after multiple tries to sell the product. This is an amazing strategy. Can you believe that you can take your value added bonuses and go back to those who have repeatedly decided to not purchase your main product and offer just the bonuses for sale and have 20% or more actual buy them... at no less that 50% lower that the price of the main product? Yep! Sure enough, it works. Give it a try with your list and bonus offers.

Now here are three more that we won't go into any quick notes on. However, if you know what they are and know how to use them, it almost makes it impossible to not make more and more money each day in your business.

Here they are...

- 1 **Up-sell** to a total solution package.
- 2 **Down-sell** to a partial purchase.
- 3 **Cross-sell** into complementary products and services.

Before we close out this issue, here are two additional profit optimization tips.

Offer upsells on a bridge page and then offer another, different upsell on the actual order form.

Offer a coupon on your thank you page (after a sale, feedback form, etc). You can say something like, "Thank you for XXXXX. For helping us out/purchasing XXXXX you get the following coupon code: **CODE** This offer is good for XXXXX and expires XXXXX. Simply enter the code when checking out and you get XXXXX."

Now here are the two biggest insights of them all.

Make the offer! People cannot respond to what they don't see. Unless they see the offer, multiple offers, they cannot and will not respond. You have to SHOW & TELL to SELL!

No doesn't mean "not at all." When a potential buyer turns down an offer or a new buyer turns down an upsell, that doesn't mean they are not interested in making a purchase or adding to their active purchase.

It simply means what you put in front of them is not what they want. So, what's the solution? Put something else in front of them. Put at least 3-5 separate upsell offers and options in front of them during one purchase cycle.



Grab your 30-Day In-Home Trial and learn what I discovered about marketing YOUR business.

You will discover...

How to create an offer your customers can't refuse.

You'll be forced to add more telephone lines or more staff as your customers start to pursue you. instead of the other way around.

- **How to get twice as much done in half the time.** There are powerful tools that will cause your business to double, triple, or even quadruple in practically no time at all.
- **How to awaken your sleeping customers.** Once you discover how to hit their sweet spot, they'll beg you to sell them more.
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