

DESKTOP CALL TO ACTION REFERENCE GUIDE

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1. The "Hidden Value" Strategy

The "you get an extra \$__ in bonuses..." strategy tells your prospects that the total value of your bonus products is a mystery. They will realize that in order to find out the actual value of your bonuses, they will have to purchase your product. You can tell them it will be revealed after they order.

2. The "Confident Sell Out" Strategy

The "this product will definitely sell out..." strategy tells your prospects that you are confident that your product won't last long. Many people are influenced by confidence. You can show even more of your confidence by telling them the approximate timeframe when your product will sell out.

3. The "Bombarded" Strategy

The "it's hard to decide sometimes with so many businesses pulling you in different directions..." strategy tells your prospects that you understand they are getting bombarded with advertisements every day. You just need to tell them you won't rent, share or sell their name to any other business. It will show them that you are trying to help them cut down on their junk mail and spam.

4. The "No Install" Strategy

The "there's no software to install..." strategy tells your prospects that your product won't require any software to use it. Many people, even today, are software- or computer-phobic and don't want to go through the hassle to gain their desired benefits with products that take complicated software to run.

5. The "Plug It" Strategy

The "it can be customized and you can plug it into..." strategy tells your prospect that they can adjust your product for their own specific needs and benefits. You are also saying that they can easily fit or blend your product into their targeted situation.

6. The "Lock It In" Strategy

The "lock in your one time price now and avoid any monthly fee..." strategy tells your prospects that if they purchase your product now, they will avoid paying an ongoing fee to use it in the future. If they are remotely interested in your product, they'll likely buy it right away because most people hate reoccurring fees. You could even give them a date when you will switch over your product to a subscription product.

7. The "They All Did" Strategy

The "one person (your product's benefit), another person (your product's benefit), this person (your product's benefit)..." strategy gives your prospects specific examples of people that have benefited from your product. You could present them as customer success stories or short little benefit bullets in your sales letter. You could even add their actual testimonials.

8. The "Lying Down" Strategy

The "when you're lying in bed tonight and staring at the ceiling imagine..." strategy tells your prospects to imagine the benefits of your product. Most people won't purchase the first time they see your ad so this helps persuade them to buy later when they're not viewing your ad.

9. The "By Yourself" Strategy

The "why would you try to do it yourself when you can get (your product)..." strategy tells your prospects to question why they would try to gain their desired benefit by themselves. You just need to convince them how much harder it would be without your product's help.

10. The "It's Possible Now" Strategy

The "we live in a time where it's possible to (your product's benefit)..." strategy tells your prospects it's the perfect time to gain their desired benefit because of the resources that are available to us in this day and age. Of course one of those resources would your product. You would relate your product to the type of new features it has; for example, new technology, new materials, new chemicals, etc.

11. The "Left Behind" Strategy

The "tons of people are jumping on the bandwagon, are you being left behind?..." strategy tells your prospects that they could be missing out on an opportunity to reach their goals with your product.

12. The "Important" Strategy

The "this might be the most important letter you'll ever read..." strategy tells your prospects that if they don't read your sales letter, it could negatively affect their life. Many people won't want to leave your web site without least scanning over your letter. It might just be enough time to persuade them to buy.

13. The "First Things First" Strategy

The "the very first thing you must do before you (your product's benefit)..." strategy tells your prospects the first step they should take before they try to improve their life. It could be purchasing your product or something they need to do after they own it. You could even tell them if they get the first part wrong it could cost them time, money, emotional distress, etc.

14. The "Heard It All Before" Strategy

The "we have all heard it before (a common saying)..." strategy tells your prospects a statement that will help support your product. You should use one that is widely known in the world or in your targeted niche. It can be powerful because it's already branded in your prospect's mind and they likely already believe it.

15. The "Does The Same Thing" Strategy

The "own the low cost, quality alternative that does about the same thing..." strategy tells your prospects that your product does the same thing as your competition's expensive version. You can tell them that you know many of them couldn't afford your competition's version so now they won't be left out in the cold and can enjoy the same benefits and more.

16. The "Write This Down" Strategy

The "take a few minutes and write down the things you want to change about (something related to your product niche)..." strategy tells your prospects to take a physical action other than just reading your ad. It will actually persuade them on paper to purchase your product. It's like they are writing your sales letter for you.

17. The "Once In Awhile" Strategy

The "every once in a while something comes along that changes everything..." strategy tells your prospects that your product is going to change the way they are currently gaining their desired benefit. People will buy your product if it makes things easier, less expensive, faster, lighter, effortless, etc.

18. The "No Complaints" Strategy

The "never receive a single complaint again..." strategy tells your prospects that your product will prevent people from complaining about them, putting them down and/or talking behind their back. Most people care about what other people think of them and try to avoid verbal attacks, insults and being gossiped about.

19. The "Every Day" Strategy

The "you likely hear about this every day..." strategy tells your prospects some information they see or hear every day that supports your product. It could be something that's currently a hot topic in the world or in your niche. You could give them facts to show that it's true and remind them they will be missing out if they don't own your product.

20. The "They Don't Know" Strategy

The "most of the experts don't even know about it yet..." strategy tells your prospects that they will even have an advantage over the experts if they purchase your product. Newbies that have strong professional competition need all the help they can get.

21. The "Upside Down" Strategy

The "warning: the (your niche) industry is about to be turned upside down..." strategy tells your prospects that everything they knew about gaining their desired benefit is going to change. People will want to purchase your product if it is better than what they are currently doing to reach their goals.

22. The "Head Start" Strategy

The "if you want to get a head start, don't show this link to anyone..." strategy tells your prospects that they are one of the first people to have a chance to purchase your product. They will like the secrecy of the link and the privilege of gaining their desired benefits before everyone else.

23. The "Not Yet" Strategy

The "please continue reading, I don't want to tell you just yet..." strategy tells your prospects that they will learn something important or interesting later on in your sales letter. You could give them a hint about it early on then persuade them to read the rest of your ad. The longer they are reading, the better the chance they will buy.

24. The "Leave And Lose" Strategy

The "act now, once you leave this page, you will never see this offer ever again..." strategy tells your prospects that today will be their only chance to order your product. Not tomorrow, not next week, not next month, etc. Most people will think it's a marketing ploy so just remind them that it's not. It shows them that you know what they are thinking.

25. The "Read The Proof" Strategy

The "make sure you read the testimonial from (the person's name)..." strategy tells and reminds your prospects to read your most persuasive testimonial. It could be from a reputable expert, have an audio or video message, a way to contact them personally, etc.

26. The "Success In Common" Strategy

The "people who succeed have one critical thing in common..." strategy tells your prospects they need one crucial thing in order to gain their desired benefit. Of course, you need to persuade them that it is your product. You could tell them that some people have the right attitude but not always the right tools to improve their life.

27. The "Not Much Room" Strategy

The "I only have room on the call for (no.) people and I already gave away (no.) spots before I sent you this..." strategy tells your prospects that they need to register for your teleseminar right away. People will realize they weren't the first to hear about it and those other people could have told others about it.

28. The "No Recording" Strategy

The "I'm thinking about not recording this free teleconference..." strategy tells your prospects that it's possible that if they don't get on the live free call, they may never hear it again. You could also tell them that you may turn it into a paid product later on. People that are interested may want to save some money down the road.

29. The "Enrollment Fee" Strategy

The "we're completely waiving your enrollment fee and even giving you (\$) in bonuses..." strategy tells your prospects that you normally charge people an enrollment fee for your product or membership site. They will feel privileged they don't have to pay the fee like others have in the past. The extra bonuses will just be icing on the cake.

30. The "Let's Talk" Strategy

The "I want to talk to you..." strategy tells your prospects that it's possible your e-mail may be personal because you actually talk with them. People are more persuaded to open an e-mail they think could be personal. You could invite them to be on a teleconference call to tell them about a product you have in the works.

31. The "Membership Perks" Strategy

The "you can get a free month on my membership web site if you purchase through my affiliate link..." strategy tells your prospects and current paid members they can save some money if they purchase a targeted affiliate product through your link. If they were going to buy it anyway, it would be a waste for them not to buy through your link.

32. The "Already Own It?" Strategy

The "if you already own our product and haven't used it to (your product's benefit), then I know what's stopping you..." strategy tells your prospects and/or current customers that they just need motivation and guidance. You could offer them free or paid consulting so they gain their desired benefit and purchase future products from you.

33. The "New And Cheap" Strategy

The "brand new and only \$(no.)..." strategy tells your prospects that you are selling a new product for a very, very, cheap price. You can tell them that everyone else is selling it for way higher and even tell them the specific prices. You will be showing them that you want to save them money.

34. The "Are You Prepared?" Strategy

The "are you prepared for what's coming on (date)..." strategy tells your prospects that you will be releasing a new product on that date. A pre-launch notice gets your prospects buttered up to purchase your new product. You don't want to give them too many details so that you leave something for the imagination.

35. The "Thanks For Support" Strategy

The "thanks for your support and agreement..." strategy tells your prospects that tons of your customers stand up for how you do business. Sometimes as marketers, you get flamed by your customers, prospects or competition about how you do business and most of the time it's a misunderstanding. You can tell your list about these situations and explain your point and most of the time, if it's valid, they will e-mail you to show their support for you.

36. The "Tell Me A Story" Strategy

The "can I have your success story?..." strategy tells your prospects and/or current customers that you need testimonials or letters about the success they had with your product or advice you gave them. You can even tell them they can have their link underneath it to get free publicity. You could post the success stories on your web site or compile it into a free e-book.

37. The "Part 2" Strategy

The "here is Part 2 of..." strategy tells your prospects they've either already read Part 1 of your message or missed Part 1 and need to see what it's all about. This helps people that don't read your messages every time to get interested because it will be a mystery to them. You could have a copy of your Part 1 message underneath Part 2 for people that want to see what they missed.

38. The "My Stats Say" Strategy

The "according to my stats, only (no.)% of the readers have seen this..." strategy tells your prospects it must be really good if you are telling them about it again and watching your ad stats that closely. You can tell them you don't want them to miss it because it can really improve their life. It sounds like you really want to help them.

39. The "Keeping A Secret" Strategy

The "I've been keeping something to myself for a long time..." strategy tells your prospects that you have been keeping a secret to yourself. You could tell them it's about an exciting product you're getting ready to release and you can't keep it to yourself any more. People will want to see what would be worth so much that you couldn't tell them before about it.

40. The "Heard This Before?" Strategy

The "you haven't heard this before and will likely never hear it again..." strategy tells your prospects that if they don't read your message now, they may never see it ever again. People like new information and hate to miss out on stuff that could improve their life.

41. The "Misprint" Strategy

The "that's not a misprint..." strategy tells your prospects that your statement or product may sound unbelievable but it's not a typo. Sometimes people think something is so unbelievable it must be a publishing mistake. Bringing this up will help remove those thoughts from their mind.

42. The "Make It Longer" Strategy

The "get more for your money and upgrade your membership length..." strategy tells your prospects that if they purchase a longer subscription to your membership site now it will be cheaper in the long run. For example, you could say your monthly fee is \$10 and your yearly fee is \$100, so they would save \$20. You could even tell them if they decide to upgrade to a 1 year membership later on it will be \$10 more which is \$110. It will create a sense of urgency to upgrade to a yearly subscription now.

43. The "Official Launch" Strategy

The "(no.) hours/days/weeks till the official launch..." strategy tells your prospects to prepare to purchase your product when it launches. They will have time to clear their schedule, save money, promote it to their own prospects (if you have an affiliate program) and reminds them that you will e-mail them on a certain date and time.

44. The "I'm Surprised!" Strategy

The "I'm surprised but there are a few copies left..." strategy tells your prospects that you are shocked that your limited product sale didn't sell out. You can even tell them that you're only hours or days into the sale and you figured that by now it would be gone. People that thought they may have lost out on purchasing a copy will likely rush over and finally decide to buy.

45. The "If You're Like Me" Strategy

The "if you're like me, I'm too lazy, busy and tired to (your product's benefit)..." strategy tells your prospects that you feel the same way they do when it comes to improving their life. You can explain to them how your product will gain their desired benefit with little or no effort from them.

46. The "O.T.O. Buzz" Strategy

The "check out the testimonials of our O.T.O. (one time offer)..." strategy tells your prospects on your first web page they will see a O.T.O. (one time offer) on your second page. By showing them testimonials before they see your ad, they will want to see what all the fuss is about.

47. The "Won't Believe It" Strategy

The "I didn't believe it, and I know you won't either..." strategy tells your prospects that you know they won't believe your product's claims because when you first saw the product's ad, you didn't either. This will eliminate them not believing your product claims because you already brought it up and they may want to prove you wrong.

48. The "Once In Awhile" Strategy

The "every once in a while something comes along that changes everything..." strategy tells your prospects that your product is going to change the way they are currently gaining their desired benefit. People will buy your product if it makes things easier, less expensive, faster, lighter, effortless, etc.

49. The "Years Into Minutes" Strategy

The "what took us (no.) (months/years) to develop you can have in minutes..." strategy tells your prospects that it would take them months or years if they tried to gain their desired benefit by themselves. Most people want to save time and would opt for the „few minutes“ idea.

50. The "Code Cracker" Strategy

The "I've finally cracked the code..." strategy tells your prospects that your obsession or dedication to solving their problem has finally paid off. You could also tell them how much time, money, research, etc., has been invested in your product.

51. The "Admit It" Strategy

The "I'll tell you what most (type of experts/your competition) don't want to admit..." strategy tells your prospects that your competition is hiding something from them. Whatever you find and decide to expose should persuade them to purchase your product.

52. The "Change Your Mind" Strategy

The "I wasn't going to tell you this but...." strategy tells your prospects that you weren't going to reveal a specific piece of information but had second thoughts. If the information is beneficial to them, they will feel grateful that you changed your mind and possibly buy your product in return.

53. The "Truth" Strategy

The "the truth is, if you aren't (your product's benefit), then you're (negative effect)..." strategy tells your prospects if they don't own your product then they will continue to have specific problems. If you are a recognized authority or reputable business, they will automatically assume what you're saying is the truth.

54. The "Twisted Their Arm" Strategy

The "(business/person's name) never lets anyone promote this..." strategy tells your prospects that your affiliate product or offer is exclusive and they are the only ones viewing it. You can tell your prospects that you convinced the product owner or twisted the product owner's arm to offer it to them.

55. The "Jumping Around" Strategy

The "like me back then, you're probably jumping from one product to another and not benefiting..." strategy tells your prospects that you had the same experience as they do now. You can tell them you changed all that after you decided to create your own solution, which would be the product you're selling. You just need to tell them why yours works and the competition's doesn't.

56. The "Health Warning" Strategy

The "major health warning: (your product's name) is very addictive..." strategy tells your prospects to take notice because most people value their health. Once you have their attention, you can tell them the benefits of your prospect and why it's so addictive.

57. The "Not Created Equal" Strategy

The "not every (your type of product) is created equal..." strategy tells your prospects not to assume that you or your competition's products offer the same features and benefits. You need to tell them the beneficial differences that will persuade them to purchase your product.

58. The "Eye It Yourself" Strategy

The "for your eyes only..." strategy tells your prospects that your message or offer is just for their private viewing. Your subscribers will like the fact that they will get closed-door knowledge about your product and will have the first-chance opportunity to benefit from it.

59. The "Fix Or Fear It" Strategy

The "it's an essential tool and without it, you may as well (negative effect)..." strategy tells your prospects that your product is a tool that will help them fix their problem. Plus, fear of a negative situation is a very strong motivation.

60. The "Product Retirement" Strategy

The "I'll be retiring this product when I hit an undisclosed number of sales..." strategy tells your prospects that they better order now because they don't know how close you are to your target number. You can tell them since they are still reading this, there are still some available and you're very close to your sales goal.

61. The "Web Site XXX" Strategy

The "you'll learn about <http://www.XXXXXXX.com> that will (a strong benefit)..." strategy tells your prospects that you know about a secret or little known web site that will help them gain their desired benefit. It could be part of your main product or a bonus product.

62. The "Read The Proof" Strategy

The "make sure you read the testimonial from (the person's name)..." strategy tells and reminds your prospects to read your most persuasive testimonial. It could be from a reputable expert, have an audio or video message, a way to contact them personally, etc.

63. The "Mirror It" Strategy

The "check this out, it's (a famous product), well almost..." strategy tells your prospects that your product is similar to another successful product. You should just make sure that your target audience knows about the product and they like it.

64. The "High Failure Rate" Strategy

The "(no.%) of (your target audience) fail, Why is that figure so high?..." strategy tells your prospects they will likely fail at reaching their goals. You can tell them people fail because they are missing an important component that they didn't know about, which would be your product. You could use a list of testimonials in which people state that they didn't have any success until they purchased your product.

65. The "Living Proof" Strategy

The "he/she is living proof that anyone in the world can..." strategy tells your prospects they too can improve their life even if they have some type of disadvantage. It could be a number of disadvantages like if they are poor, if they have a handicap, if they are temporarily homeless, if they are in bad health, etc.

66. The "Having Hard Times?" Strategy

The "I've had tons of e-mails from people asking me if they could make payments..." strategy tells your prospects that if they weren't able to afford your product before, now they can because you are offering a payment plan. This would help you get orders from people that are in between pay periods, have just lost their job, are in debt, on a tight budget, etc.

67. The "Buy Or Read" Strategy

The "it will cost you (\$) or keep reading to find out how to get it for free..." strategy tells your prospects they can pay for their desired benefit or, better yet, get it for no cost. You could have them refer some friends to your web site, give a testimonial or success story, join your affiliate program, etc. You could still make money by selling them something different with a onetime offer.

68. The "Through The Wringer" Strategy

The "the (no.) (months/years) of testing, experimenting, tweaking and collecting case studies are finally done..." strategy tells your prospects that your product has been put through the wringer and is finally ready for release. You could tell them you hired a whole research team (if true) to develop the product and even tell them how much it cost you.

69. The "Future Release Bonus" Strategy

The "purchase through my affiliate link and I'll give you my (your product's name) which will cost (\$) when it's released on (date)..." strategy tells your prospects they will get a future product that will cost more (if true) than what they will be paying for your affiliate product. It's a real bargain, they are getting more for spending less.

70. The "Spill The Beans" Strategy

The "I didn't want to reveal that much but (the interviewer's name) squeezed all my secrets out of me..." strategy tells your prospects that they should read or listen to the interview you did because you accidentally released closely guarded information. Of course, you could try to sell them your product at the end of the interview.

71. The "Meet In Person" Strategy

The "let's meet in person..." strategy tells your prospects that you want to talk to them live, in person. If that is the subject of your e-mail, they will be interested in why because the Internet is usually so impersonal in nature and they wouldn't get that many offers. You could invite them to a seminar, a mastermind group, a workshop, even for dinner, etc.

72. The "Negotiation" Strategy

The "after hours of negotiating I finally talked (business person's name) into giving you a special deal..." strategy tells your prospects you gave up a lot of your personal time to get them a discount. They will appreciate that and likely respond to the time you gave up to save them some money.

73. The "Sell And Profit All" Strategy

The "the highest earning affiliate from the month of (the month) will receive 100% of their sales, instead of the normal (no.%) commission..." strategy tells your prospects that if they win your affiliate contest, they can keep all the profits. You could even offer higher than normal commission levels to people who come in second and third place.

74. The "Going To Lose" Strategy

The "you are about to lose (\$)..." strategy tells your prospects that you are about to raise the price of your product. If they were interested in buying it later on and they wait, they will actually lose money. You could also tell them exactly how many (hours/days) they have until you raise the price.

75. The "We'll Pay You" Strategy

The "we'll pay you (\$) if you don't (your product's benefit)..." strategy tells your prospects that you'll pay them money if they don't gain their desired benefit with your product. You can tell them you are taking all the risk since you are giving them money rather than their investment back, and they can even keep the product. You can even tell them even if the product is damaged they will still get your guarantee. To protect yourself, tell them they first need to prove they used your product to the fullest before they get the guarantee.

76. The "Huge Favor" Strategy

The "I need a huge favor..." strategy tells your prospects that you have a special request that they could help you with. Most people are open to doing small favors for people, especially if they already like or respect you. You could ask them favors that could actually make you money, like visit your web site to see how you could improve it or review your free viral e-book and see if it reads well, etc.

77. The "Later On" Strategy

The "new bonuses will be added on (dates and times)..." strategy tells your prospects that you will be adding even more bonuses to your product on specific future dates. It will either persuade people to buy now or make them keep coming back to check out the new bonuses till it finally persuades them to buy. You could add more curiosity by giving them juicy hints or clues about your upcoming bonuses. It will just keep getting more and more tempting for them to buy.

78. The "Only Live Once" Strategy

The "you only live once..." strategy tells your prospects that life is too short to waste and they shouldn't hesitate to gain their desired benefits. They will want to spend their money where it will pay off, so you'll just need to prove that your product is the right investment.

79. The "Whichever Comes First" Strategy

The "it ends on (date) or until (no.) copies have been sold, whichever comes first..." strategy tells your prospects that it's up in the air which event will come first. If they are even a little interested they may buy to secure their copy of your product.

80. The "Guess" Strategy

The "guess what kind of product I will be releasing on (date), here is a clue..." strategy tells your prospects to feel very curious about what kind of product you will be launching. It will build immense anticipation during your pre-launch. You could even have them check back each (day or week) to get a new clue.

81. The "No Scare" Strategy

The "I'm not going to scare you into purchasing my product..." strategy tells your prospects that you won't be using any 'fear tactics' in your sales letter. You could tell them that there is already a huge need for it and it should sell itself. Many people will be persuaded to buy by your confident, straightforward approach.

82. The "Funny" Strategy

The "this e-mail was so funny I was turning blue from laughing so hard..." strategy tells your prospects that you received a ridiculous e-mail from a fellow subscriber. It could be someone complaining about your prices, sales offer, your content, etc. You could tell your prospects that you won't reveal the author's name but you will show them the exact, hilarious quotes. Of course this could be an attractive lead-in to sell them one of your products.

83. The "They Threaten Me" Strategy

The "I've received actual threats from a fellow marketer..." strategy tells your prospects that somebody they might know of could be threatening you. You could say that it made you so mad that you're going to do even more of what the marketer is harassing you about. It could be using lower than usual prices, holding a sale for a longer period of time, etc. If the marketer is well known, you could even tell them that you will give them a revealing clue about who the marketer is if they purchase your product.

84. The "Roadblocks" Strategy

The "we've eliminated all of the obstacles for you..." strategy tells your prospects that they won't have any roadblocks in the way to reach their intended goals. You could offer a no-risk guarantee, payment plans, a „try before you buy“ time period, etc.

85. The "Panel Of Experts" Strategy

The "here are the (no.) expert contributors that have helped me create this product..." strategy tells your prospects that your product idea must have been awesome for all those experts to contribute to it. Plus, you could ask all those contributors to promote the product too, so your prospects will see the buzz about it.

86. The "Early Advantage" Strategy

The "get it early before everyone else finds out about it..." strategy tells your prospects that once the buzz start about your product, it could sell out or their competition will get their hands on it too. Plus, they may want to capitalize on the early buzz of the product by joining your affiliate program.

87. The "Broke And Depressed?" Strategy

The "spent (hundreds/thousands) on (your type of product) and haven't (your product's benefit) yet?..." strategy tells your prospects that they wasted their money on tons of products and have nothing to show for it. You can tell them not to be embarrassed because you did too, of course, until you found the product that you are currently selling.

88. The "Ahhhh" Strategy

The "you are about to have one of those "ahhhh" moments..." strategy tells your prospects that they are going to finally become clear about how they will gain their desired benefit. To do this you need to represent your product like one of the miracle-like ideas that none of your competition has thought of yet.

89. The "Business Meeting" Strategy

The "when I first told my business partner about my product idea (she/he) fell out of their chair..." strategy tells your prospects that your product is so good that your partner knew it would be a profitable investment. Most people know the most profitable products are the ones that deliver the best results.

90. The "Buy Vs Create" Strategy

The "you are getting a (no.) discount compared to what I paid to create this product..." strategy tells your prospects that you had to pay way more than they will have to pay for the same benefits. You could even show them the quotes or a copy of the invoices/receipts that you paid for the product to be developed.

91. The "Make Them Smile" Strategy

The "make your (a family member/friend) smile..." strategy tells your prospects that your product will give their loved ones a positive physical reaction. It could be making them jump for joy, laugh out loud, have a look of love, raise their arms from excitement, dancing in celebration, etc. Most people like to make their family and friends feel good.

92. The "Bad Review" Strategy

The "read my negative review of (product's name)..." strategy tells your prospects that you didn't enjoy certain aspects of the affiliate product. Using a negative review will gain their attention because people don't see them a whole lot and it creates controversy. You should tell them the minor things that you didn't like but still tell them the overall product is good quality (if true) then they may still end up ordering from your affiliate link.

93. The "One Word Translation" Strategy

The "this translates into one word: (a benefit word)..." strategy tells your prospects that you are simplifying your offer to one persuasive word. You could even include the definition of the word if it sounds persuasive. For example, if you were selling a Valentine's Day box of chocolates you could say "This translates to one word: LOVE!"

94. The "Heard It Before?" Strategy

The "think you've heard it all before? Please STOP and think again..." strategy tells your prospects that your product is unlike anything they have even heard of before. They will at least take a little time to read your offer, even if it sounds familiar to another product in your niche. They will want to see what's so different about your product.

95. The "Beta Version" Strategy

The "if you order the beta version now, you will get a (no.)% discount..." strategy tells your prospects they will get a copy of your product that might contain a few bugs but will be cheaper. You could always tell them they will get the final version of your product when it's complete.

96. The "Sell One" Strategy

The "make a least one affiliate sale this month and you'll get..." strategy tells your current or future affiliates that all they have to do is make one tiny sales and they will be rewarded. You could give them a bonus product, a discount, consulting, etc.

97. The "Unbelievable Story" Strategy

The "do you ever hear unbelievable stories of people (your product's benefit)? Well, they are true..." strategy tells your prospects that those success stories aren't just old wives' tales. You could tell them they can read or listen to some of those stories on your web site from people that have bought your product.

98. The "Hidden Link" Strategy

The "if you don't want to pay (\$) for (your product's name), just click on..." strategy tells your prospects that you are actually selling your product but they can get it for free if they click on a hidden access link in your sales page. It increases the perceived value of your freebie and you can always sell them something else on the next page.

99. The "It's Your Fault" Strategy

The "you have a choice, do nothing and (a negative effect) or buy (your product's name) and (beneficial effect)..." strategy tells your prospects that it will be their own fault if they don't gain their desired benefit. Since most people don't want to blame their problems on themselves, they will be tempted to order your product.

100. The "Read Before Resell" Strategy

The "you can't order the resell rights till (date/time) but you can download the products here..." strategy tells your prospects that they can have the products in their hands before they buy the rights to them. It could work for resell rights, master resell rights, branding rights, private label rights, etc.

101. The "It's Being Sold" Strategy

The "this product is presently selling for a whopping (\$), you can see it for sale at (the URL), but you'll get as a bonus..." strategy tells your prospects that if they purchase your product, they will get a bonus product that is currently selling every day. It will make your main product seem like a bargain, especially if the bonus is being sold for more than what your product costs. You can tell them that you made a deal with the owner.

102. **The "It's Your Turn" Strategy**

The "I turned my life around, now it's your turn to get focused..." strategy tells your prospects to get motivated and transform their lives with the help of your product. Tell them they need to remove the constant distractions and negative people in their life that have been holding them back from reaching their goals.

103. **The "Broke And Homeless" Strategy**

The "I went broke and nearly lost my wife and kids..." strategy tells your prospects that you invested in too many products that never worked to gain your desired benefit and it created financial problems for you and your family. You can tell them everything changed when you discovered the product you are selling now. If they are in a similar situation, they will relate and likely purchase your product.

104. **The "Under A Rock?" Strategy**

The "unless you've been under a rock for the last (no.) (days/months)..." strategy tells your prospects that the buzz they have been hearing about your product or your niche market is true. People may hear the buzz about something but won't take action until they are persuaded with beneficial, convincing evidence.

105. **The "Try It" Strategy**

The "you don't even have to buy my product now, just try it for \$1 down and I'll bill you in thirty days for the rest..." strategy tells your prospects they can get the benefits of your product without investing a lot of money up front. You can even tell them if they don't like your product, you'll even refund the \$1. It will remove all their risk and get them to commit to purchasing your product. If they fall in love with it, I'm sure they won't return it.

106. **The "Fall For It" Strategy**

The "(no.) of 10 people fall for (a negative experience)..." strategy tells your prospects that most people will end up purchasing your competition's product because they are misled about a certain benefit of it. You can tell them that your product actually delivers that benefit or their money back.

107. **The "Relaunch" Strategy**

The "after numerous requests, I re-launched my sale but, to be fair to the first-time buyers, I had to raise the price a little..." strategy tells your prospects that if they miss out on your first sale, they can still purchase your product for a lower than normal price. They will have another chance to purchase it again before the price goes back to normal.

108. **The "Turn The Tables" Strategy**

The "have you been a victim of (something bad your competition did)? Discover how to turn the tables on them..." strategy tells your prospects that if they had a bad experience with your competition, they can easily get back at them. You can tell them they can repay the competition by purchasing your product and giving a testimonial that tells everyone their bad experience with them.

109. **The "Over The Shoulder" Strategy**

The "you'll get to look over my shoulder and see how (your product's benefit)..." strategy tells your prospects they will get to see you live in person or on video. They will like the fact they won't just be told how to gain their benefit but be showed the ins and outs of how to do it.

110. **The "Invest In Yourself" Strategy**

The "you can finally improve your life by just investing (\$) in yourself..." strategy tells your prospects that by buying your product, they are actually giving the money to themselves in the form of benefits. You could even sweeten the deal by giving them a few bonuses that are worth more than they are paying for your product. It will show them that you are investing in them too.

111. **The "Heard The Gossip?" Strategy**

The "have you heard the gossip about..." strategy tells your prospects that if they haven't already heard the rumors, you'll tell them the details on your web site. It will grab their attention because people love to hear gossip. Why do you think all those tabloids are so popular? Just make sure the gossip somehow persuades them to purchase your product.

112. **The "Just Remove It" Strategy**

The "instead of always (negative effect/action), you should eliminate it from your life..." strategy tells your prospects they should get rid of their nagging problems by using your product. Maybe they are already getting their desired benefit with another product but it could have a negative side effect that your product doesn't have.

113. **The "Kid" Strategy**

The "imagine (a positive effect/action) your children..." strategy tells your prospects to think how your product will benefit their children. Most parents will go great lengths to improve the relationship with their kids or to improve their lives.

114. **The "Long Run" Strategy**

The "forget about paying an ongoing monthly fee to (your product's benefit)..." strategy tells your prospects that unlike your competition, you offer the same benefits for a onetime fee. You can remind them that paying a monthly fee will be more costly in the long run.

115. **The "Register Or Refund" Strategy**

The "I'll refund your registration fee if you are not accepted..." strategy tells your prospects that they will have to submit an application and pay a small fee first in order to purchase your product. It'll make your product look guarded and valuable. You can tell them you are doing this to separate the pretenders from the serious people.

116. **The "All In The Name" Strategy**

The "my new product is named (your product's name) but that's all I can tell you right now..." strategy tells your prospects they won't know what your product is all about until you launch it, so they should register for your free teleconference. You could also give them a mouthwatering hint about it.

117. **The "Have A Drink" Strategy**

The "go get your soda pop or cup of coffee and then come back and read this..." strategy tells your prospects that your sales letter is kind of long and you want them to be comfortable and awake when they read what you have to say. The more focused they are on what you have to say, the more persuaded they will be to purchase your product.

118. **The "Illegal Copying" Strategy**

The "I caught someone selling illegal copies of my product cheaply..." strategy tells your prospects that someone stole and profited from your product. You could tell them since they devalued your product by selling it for such a low price that you're going to start selling it at the same price. Of course, don't use this strategy unless it's true.

119. **The "First To Reply" Strategy**

The "if you're one of the first (no.) to reply to this e-mail with (whatever) in the subject line, I'll give you a free trial of (your product's name)..." strategy tells your prospects that you will reward them with a free trial, which sounds more personal. You could waive the first month's payment if it's a membership site or wait thirty days to bill them for the onetime fee product.

120. **The "Rules" Strategy**

The "here are the rules for my affiliate program..." strategy tells your prospects that you actively protecting your product, affiliate program and your affiliates. People like to promote things that are regulated. Some of your rules could be: don't spam, don't make misleading claims, don't promote on adult sites, etc.

121. **The "My Conditions" Strategy**

The "here are the terms and conditions of the (type of rights) resell rights..." strategy tells your prospects that you will regulate the resell, master or private label rights so the product doesn't get saturated or devalued. Some of the rules could be: you can't give it away, can't sell it on online auctions, it can't be bundled, can't be put into a membership site, etc.

122. **The "Small Catch" Strategy**

The "hurry, there is a small catch though..." strategy tells your prospects that they better order soon because you only have so many copies available. You can tell them that once the word spreads about your product, it will sell fast from the results of your marketing tests.

123. **The "First Reaction" Strategy**

The "as a (type of person/professional), your first reaction will probably be (negative thought)..." strategy tells your prospects that they may have some defense buying mechanism but that is just because they have been burned by your competition before. You can tell them it's okay and you understand but your product is different.

124. **The "Starter" Strategy**

The "this isn't for beginners, however we do have a starter plan that's available for an extra fee..." strategy tells your prospects the bad news then the good news. Their spirits may be down at first and then you'll raise them back up again. They will like the fact that you are being honest with them up front.

125. **The "They Are Mad" Strategy**

The "I know my competition will be mad about this..." strategy tells your prospects that your competition will likely have a fit about your new offer. It gives your readers a reason to read on and see what could make them so angry. It could be about your low prices, something you're telling them about your competition, a better product you came out with, etc.

126. The "Be Truthful" Strategy

The "NOTICE: you must be truthful when filling out this form or you will be asked to leave my program..." strategy tells your prospects they must be honest when filling out your consulting or mentoring program application. They will realize you are serious about helping people that truly want to be helped.

127. The "Fire Dates" Strategy

The "June 1st-4th (\$), June 5th-9th (\$), June 10th-13th (\$)..." strategy tells your prospects that you are selling your product in a fire sale format. They'll see the price will be going up every few days and it will create an urgency for them to buy now.

128. The "Early Commission" Strategy

The "June 1st-4th \$(no.)% (\$), June 5th-9th \$(no.)% (\$), June 10th-13th \$(no.)% (\$)..." strategy tell your prospects that during your fire sale, you will be offering customers the chance to earn commissions from it. They will want to become a customer early so they can promote it at the lowest possible price so the market doesn't get saturated right away.

129. The "Letter Requests" Strategy

The "I've been getting a ton of letters asking me when I was going to release another (type of product), so I finally have..." strategy tells your prospects that your last product was really good. People were so impressed and satisfied they have been requesting you to release another one.

130. The "This Isn't Average" Strategy

The "warning: this is not your average (your type of product)..." strategy tells your prospects that your product is way above average. You could even offer a higher price than your competition because it will back-up your claim that it is better than theirs. People sometimes perceive a higher price equals higher quality and better results.

131. The "1st Ever" Strategy

The "for the first time ever..." strategy tells your prospects that they likely haven't seen your product before. If they have seen your product before, maybe you could attach a different offer for it, like offering resell rights, a lower price, never-seen-before bonuses, etc.

132. **The "\$1 Bombshell" Strategy**

The "how to turn \$1 into (\$ a huge amount) worth of..." strategy tells your prospects that they could get a ton of products for only one buck. You wouldn't make much unless you charge them another fee later on for something else (like a \$1 trial). You could even tell them you'll refund their dollar if they don't like the products.

133. **The "Wrong Advice" Strategy**

The "if you are not reaching your goals, maybe you are taking advice from the wrong people..." strategy tells your prospects that your competitors are those wrong people. You just need to prove why they should take your advice and purchase your product.

134. **The "P And C" Strategy**

The "over the last couple of years we have made over (\$) in profits from (no.) of customers..." strategy tells your prospects that your business has been very successful. Most people assume successful businesses sell high quality products that work.

135. **The "Mad Accountant" Strategy**

The "our accountant is steaming mad about our sale..." strategy tells your prospects that your accountant thinks you are selling your product for too low a price. Most people will think if your accountant is that angry about your offer, it must be a great bargain.

136. **The "Keep The Secret" Strategy**

The "for my subscribers only, don't show this to anyone else or I will pull this offer, I'm not joking..." strategy tells your prospects that they better order now in case one of the other subscribers leaks out this information to any non-subscribers. The "I'm not joking" statement tells them it's not a marketing ploy.

137. **The "Time Released Benefit" Strategy**

The "picture (no.) (minutes/hours/days/weeks/months/years) from now (your product's benefit)..." strategy tells your prospects indirectly and visually how long your product will deliver their desired benefit. As you imagine, the quicker it delivers the benefit, the quicker they will order your product.

138. **The "Single Question" Strategy**

The "the single most important question you should ask yourself before buying (your type of product)..." strategy tells your prospect that they better know the question before they invest their money and not improve their life. You want the question to tempt them to buy your product and not your competition's.

139. **The "Puzzle" Strategy**

The "try to fill in this blank, this will _____ your life..." strategy tells your prospects to concentrate on your sales letter by trying to fill in the blank. People will naturally fill in the blank with a positive word, like improve, better, enhance, etc. They will write part of your ad for you and persuade themselves to buy.

140. **The "Visit Their Site" Strategy**

The "visit our top competitors' web sites and check them out..." strategy tells your prospects that you aren't scared by your competition. Your visitors will assume your product must be way better since you are giving them their URLs and asking them to checkout their web sites.

141. **The "Surprise Hint" Strategy**

The "I want it to be a surprise but I'll give you a hint..." strategy tells your prospects that you're just teasing them a little. It will build anticipation until your product is released. People will likely still try to figure it out and your competitor even more.

142. **The "Red In The Face" Strategy**

The "this is kind of embarrassing..." strategy tells your prospects that even you, the business owner, have been red-faced before for not achieving your desired benefit. If they are currently embarrassed they will relate to your story and likely purchase your product.

143. **The "You Upset Yet?" Strategy**

The "sorry, this may upset you..." strategy tells your prospects to imagine how you could possibly upset them with a sales letter. They will want to read on to see what it could be. It could be about how your competition scams them, a dose of reality that could persuade them to buy, about how they lost out on your products but you're re-launching it at only a few dollars higher, etc.

144. **The "Team Of Affiliates" Strategy**

The "me and (business owner's name) are offering you a personal affiliate bonus..." strategy tells your prospects that you teamed up with another business or marketer to give them a bonus package if they purchase through your affiliate link. You could even team up with a ton of businesses so you have many people donate a product to your bonus package. You could also create an affiliate bonus package out of the tons of free info-products and software offered on the Internet.

145. **The "Do The Math" Strategy**

The "quality product + affordable price = great value..." strategy tells your prospects a single math equation that will help them understand just how good a deal you are offering. Sometimes presenting your offer as something other than a normal sales pitch will persuade them to buy.

146. **The "Untold Success" Strategy**

The "untold story of how one person (your product's benefit)..." strategy tells your prospects that they haven't heard the success story you are about to tell them. Of course, the story should persuade your readers to purchase your product. People like to read success stories because they place themselves directly in the story and get motivated to reach their goals.

147. **The "Full Control" Strategy**

The "be in full control of getting (your product's benefit)..." strategy tells your prospects your product allows them to go about gaining their desired benefit almost any way they want. You could tell them there are no time restrictions, they can easily take it with them wherever they go, they can access it from anywhere, they can adjust the strength level, etc.

148. **The "Help Wanted" Strategy**

The "help wanted: I'm looking for (no.) motivated people that want to (your product's benefit)..." strategy tells your prospects that you will only be selling so many spots or copies of your product. Plus, the 'help wanted' statement will attract people that want a new job or want to earn extra money from home. The word "motivated" tells people that you want people that are serious about improving their life.

149. **The "Reimbursement" Strategy**

The "actually, it's not going to cost you anything..." strategy tells your prospects that somehow they will be reimbursed for investing in your product. It could be in the form of making sales in your affiliate program, getting resell rights, keeping 100% of the profits, etc.

150. **The "Big Case" Strategy**

The "there is just one catch - to get your discount, I need to use your case study..." strategy tells your prospects that you want to use their detailed success stories in your sales letters, free e-books, e-mail ads, etc. You could also tell them you might ask them to tell their story on live teleseminar calls or at seminars (all expenses paid).

151. The "Primary Objective" Strategy

The "my product has (no.) primary objectives..." strategy tells your prospects a couple of the strongest benefits of your product. You don't overwhelm them with all the weaker benefits right from the start. Sometimes if you give them too much info too soon in your sales letter, it can give them info overload and they may pass up your offer.

152. The "I've Done Everything" Strategy

The "I have read (no.) books, visited (no.) web sites and interviewed over (no.) experts in the area of (your product's niche)..." strategy tells your prospects you've done a ton of thorough research to create your product. They will be persuaded to buy your product because it looks like you left no stone unturned while developing your product.

153. The "Disturbing" Strategy

The "warning: the following pictures may contain scenes which could be disturbing to some people..." strategy tells your prospects that they may want to visit your web site or read your sales letter to see what's disturbing. Of course, the disturbing pictures should be something that will persuade them to buy your product. It could be pictures of people that don't have your product yet.

154. The "Search Engine" Strategy

The "there were (no.) searches for the term (keyword/phrase)..." strategy tells your prospects that your product's niche is very popular. This usually works well for a product that you are selling which comes with resell rights. It tells people there is a huge demand and big market to sell to.

155. The "Last Call" Strategy

The "last call, only (no.) left..." strategy tells your prospects that it's their last chance to buy your product and there aren't very many left. They will feel an urgency to get it for a discount now, before it's sold out. You could also tell them how many hours, minutes and seconds are left.

156. The "I'm Retiring" Strategy

The "I'm retiring and giving everything away for pennies on the dollar..." strategy tells your prospects that you are having a big sale because you possibly made enough money to retire or semi-retire. People will be curious as to why you are retiring and want to see what kind of bargain(s) they will find. You could be retiring from your main niche and moving to another, having someone take over your workload while still silently earning a percentage of the profits, taking some time-off (a vacation or retiring for just a couple weeks) from your business to enjoy life, etc.

157. The "Good Investment" Strategy

The "get more for your money if you order now..." strategy tells your prospects if they order promptly, they will get more for their investment. This works really well if you are promoting a membership web site and they are about to remove the last month's products. You could tell them they could get both last month's and next month's products in a few days if they order before they are removed.

158. The "Few Words" Strategy

The "I'll sum it up in only (no.) words..." strategy tells your prospects that you'll give them a direct, simple blurb that will tell them the benefits about your product. You could just give them a short and sweet summary of your strongest benefit or USP.

159. The "Be My Guest" Strategy

The "be my guest..." strategy tells your prospects that you want to extend your hospitality to them, entertain them and/or pay for something for them. People will be persuaded to read the rest of your ad or sign up to your no-cost gift (with a one-time offer attached) because they like all those types of perks.

160. The "Pre-Launch Income Secret" Strategy

The "June 1st-4th (?%)(?no.)(?%), June 5th-9th (?%)(?no.)(?%), June 10th-13th (?%)(?no.)(?%)..." strategy tells your prospects that your fire sale is in pre-launch and you're keeping your prices and affiliate commission secret from the general public until you launch. People will likely keep visiting your pre-launch blog so they can at least find out what they will be getting because it creates a mystery with respect to your launch.

161. The "IQ Quiz" Strategy

The "are you an expert or beginner? not sure? take this quiz..." strategy tells your prospects that by taking your quiz they will know whether they need your novice product or your advanced product. Just give them a way to add up their results on your sales letter. It shows that you want to give them a product that will give them the desired benefit that they can handle.

162. The "Cash And Prizes" Strategy

The "check out my affiliate prizes..." strategy tells your prospects that if they become an affiliate and make "X" amount of sales, they will earn additional money. For example, "Be the top selling affiliate and make \$1000.00." You could also randomly select prizes for any affiliate that makes 1 or 2 sales. This will keep people promoting your product even if they know they don't have a chance for any of the top prizes.

163. The "Please Tell Me" Strategy

The "the secret has been exposed..." strategy tells your prospects that a secret has been revealed. It's just human nature - people like to know the unknown. We've all heard people say: "Please tell me, I won't tell anyone that you told me, etc." The exposed secret could be about a new product or bonus product you have just released.

164. The "Launch Countdown" Strategy

The "join us on our countdown - call one hour before our new product is officially launched..." strategy tells your prospects that if they register and join you on the teleconference call, they will be the first to hear about your new product when it's launched. It builds excitement and you can pre-sell them live one last time. The group excitement alone could persuade them this time to buy it.

165. The "Secret Gift" Strategy

The "you'll also get a mystery gift that is worth over (\$)..." tells your prospects they will get an unrevealed free bonus for ordering your product. You can tell them it's completely original and not found anywhere else. Many people think that most bonuses are saturated and found everywhere else.

166. The "Read And Learn" Strategy

The "in the next few minutes you'll learn more about (your product's niche or benefit) than you'll have learned in a lifetime..." strategy tells your prospects they are going to save a lot of time. It could be them learning how to gain their desired benefit from reading your ad or your information product.

167. The "I Upset Them" Strategy

The "I may upset my business partners but I'm going to tell you this..." strategy tells your prospects that you agreed with your close colleagues that you wouldn't release the information you are about to tell them. You want the secret information to be something that supports your product and persuades them to buy. People will be curious to see why they didn't want you to release the information.

168. The "I Beat Out" Strategy

The "my product just beat out (a popular product) on the best seller list..." strategy tells your prospects that your product is selling even better than another best seller. You just need to find a selling outlet for your product that has a best seller type list.

169. The "Bonus Contributions" Strategy

The "I've had tons of businesses donate bonuses for my product launch..." strategy tells your prospects that if they order your new product, they will get a wide variety of bonuses. You could tell them how many bonuses they will get and what the total retail value of the bonuses are. You could also tell them which businesses/marketers donated the bonuses and keep the bonuses a mystery till they order. It will make them extra curious to see the bonuses.

170. The "Future Release" Strategy

The "it will be sold for (\$) but you can get it free if you order through my affiliate link..." strategy tells your prospects how much you will sell your future product for but that they can get it at no direct cost. It will work better if your future product costs more and is related to the affiliate product.

171. The "Beneficial Secret" Strategy

The "you're about to learn the (benefit) a day/week/month system that they don't want you to know about..." strategy tells your prospects that your product or sales letter reveals a beneficial system that other people are keeping a secret. For example, it could be a step-by-step system that is making so much money every day, losing so many pounds every week, etc.

172. The "Almost Lawless" Strategy

The "it's so effective it's nearly illegal..." strategy tells your prospects that your product works so well it's borderline of being against the law. People will assume they will gain an unfair advantage over other rivals trying to get the same benefits. It will attract the rebellious people from your target audience.

173. The "Important Visit" Strategy

The "I'm not going to tell you all about it here but this may be the most important web site you'll visit this year..." strategy tells your prospects that you aren't really going to reveal what the web site is about ahead of time. You can just give them some tantalizing tidbits so they click on your link to get all the details, like: please keep it a secret, it's improved thousands of people's lives, it only takes 2 seconds, etc. It will literally make their mouths water.

174. The "Hard Luck" Strategy

The "my spouse threw me out..." strategy tells your prospects that they should read your story because it grabs their attention and is very controversial. Once you have your prospects attention, tell them the story and lead them right into your product offer. Other good controversial stories are my boss fired me, he/she made me sleep on the couch, I was caught cheating, my spouse cheated on me, I got into a fight with a police officer, etc.

175. The "Multiple Profits Link" Strategy

The "get multiple income streams from promoting just one affiliate link..." strategy tells your prospects that if they join your affiliate program, they will earn commissions from multiple products by promoting just one link. You could give them commissions from the front-end sales, back-end sales, upsells, one-time offers, upgrade sales, new future product releases, etc.

176. The "Money Question" Strategy

The "discover the answer to the (\$) question..." strategy tells your prospects that if they purchase your product or read your sales letter, they will learn some information that will be valuable to them. You want the question and the answers to help influence them to purchase your product.

177. The "Right Person" Strategy

The "you need to be knowledgeable, enthusiastic, passionate, reliable, loyal, trustworthy, etc..." strategy tells your prospects they will need to possess all those qualities in order to benefit from your product. Most people won't turn away because they won't admit to not having those positive attributes.

178. The "It's Different" Strategy

The "this isn't just another e-book, membership site, report, etc..." strategy tells your prospects not to assume your information product is the same as the other ones. You could relate it to something else and call it something like a system, formula, lifestyle change, toolbox, etc.

179. The "Time Machine" Strategy

The "what if you had a time machine and could go back and buy (your past product)..." strategy tells your prospects that they might be kicking themselves when they miss out on your last limited quantity product launch. You can tell them that you're releasing the product with extra features and benefits. They will assume this is their second chance to benefit and won't miss out this time. They will realize that opportunities like that rarely come along.

180. The "Not Just Anyone" Strategy

The "only (no.) out of every (no.) people will fit our requirements..." strategy tells your prospects that you require certain criteria in order for them to purchase your product. It will make your product more valuable because not just anyone off the street can order it.

181. The "Unrestricted" Strategy

The "grab unrestricted (private label, master, etc.) resell rights..." strategy tells your prospects that there won't be any restrictions on the certain types of rights you give them for your product. They could sell your product at auctions, give it away, rebrand it, author it, edit it, slice and dice it, etc.

182. The "Started From Scratch" Strategy

The "I started from scratch and still (your product's benefit)..." strategy tells your prospects that they can use your product to gain their desired benefit, even if they are beginning from nowhere. People sometimes think they have to be knowledgeable about something in order to benefit from certain products they purchase.

183. The "One Time" Strategy

The "one time installation..." strategy tells your prospects that they will only have to install your product once and they will benefit from it forever. This works great for electricians and software-type products. You could also add that it comes with easy, step-by-step installation instructions.

184. The "You Need This To" Strategy

The "the product requirements are..." strategy tells your prospects that in order to use your product, they need other types of products for them to improve their life. For example, telling them they need so much computer memory to run a software program. Your prospects will be grateful that you are looking out for their best interest.

185. The "First Time" Strategy

The "for the first time in (no.) years I'm going to show you how to (your product's benefit)..." strategy tells your prospects that you have been keeping your product or system to yourself for a long time. They will be curious to know more about what they have been missing.

186. The "Better Than Me" Strategy

The "I'm kind of (a negative trait), so it's possible that you could have better results than I had..." strategy tells your prospects that you gained your desired benefit with your own product but they may benefit even more from it than you did. You could tell them you have limitations, like being a procrastinator, working two jobs, didn't know English, etc.

187. The "Mystery Formula" Strategy

The "no one knows my secret formula..." strategy tells your prospects that your product will show or give them a unique formula, system, or recipe for gaining their desired benefit. If they have had trouble improving their particular situation, they may think it's because they didn't know your well-kept formula.

188. The "Past Purchase" Strategy

The "you can qualify for a discount if you bought one of my products in the past..." strategy tells your prospects they can save so much money on your new product if they have been a loyal customer. You could just have them e-mail their past receipt to you. You could even allow people to get a discount if they have ordered through one of your affiliate links in the past.

189. The "Control Panel" Strategy

The "do it all from one location..." strategy tells your prospects that they can access, use, or control your product from one place. People don't like to use a product that requires them to relocate or move to different locations to gain their desired benefit. That's why remote controls, control panels, keyboards, cell phones and other helpful tools were invented.

190. The "Funny" Strategy

The "they all used to laugh at me until I discovered (your product's name)..." strategy tells your prospects that people made fun of your negative situation until you found or invented the right product. You can tell them it worked so well you decided to start selling it to help other people that have been laughed at too.

191. The "Not All Here" Strategy

The "I wanted to decrease the load time of this site so not all these (bonuses or benefits) are listed here..." strategy tells your prospects that there are a ton more incentives for buying your product but you didn't have room to show them all.

192. The "Hide And Seek" Strategy

The "I don't hide behind an e-mail..." strategy tells your prospects that they can also call your personal phone or cell phone number. People will like that you are only a phone call away in case they need some quick support. You can tell them that if you're not there, your friendly, certified assistant will be there to help them.

193. The "My Next Product" Strategy

The "as a bonus I'll also reveal all the details of my new, secret product that is currently under development..." strategy tells your prospects that if they buy your current product, they will also learn about the next product you plan on releasing in the future. It will attract your curious, loyal customers or even your competition to buy from you.

194. The "Make Up Your Mind" Strategy

The "before you make up your mind whether or not you're going to order, think about this..." strategy tells your prospects that before they decide to leave your page, they better read your statements that will further back up your product. You could repeat your low affordable price, some major benefits, fast, free shipping, etc.

195. The "Reasons For Refunds" Strategy

The "you can ask for a refund for any reason - I mean any reason, you could even make up one if you want..." strategy tells your prospects that you will be removing any and all risks if they don't like your product. You could even give them reasons why they could ask for a refund, like if they are short of money, if they don't like the color of your product, etc.

196. The "Timed Rights" Strategy

The "grab (no.) minutes of resell rights..." strategy tells your prospects that if they purchase your audio or video information product, they will get the resell rights to it. You could also use other time amounts like hours, days, seconds, etc.

197. The "Resell And Commissions" Strategy

The "get master resell rights and back-end affiliate sales..." strategy tells your prospects that if they purchase your info-product with master resell rights, they can also rebrand the links in the ads inside them with their own affiliate link. That will give them multiple streams of income that will become viral.

198. The "I'll Advertise You" Strategy

The "can I advertise your web site?..." strategy tells your prospects that you may want to advertise their web site. If they have one, they will be interested in what your offer is. You could tell them that if they purchase your product, you'll add their link to your web site. It will be more effective if your site gets a lot of traffic or even better, show them proof of your traffic.

199. The "Testimonial Tilt" Strategy

The "yes! as soon as I (your product's benefit) I'll send you a testimonial..." strategy tells your prospects to tell themselves that they will get their desired benefit. They will assume since you want a testimonial too that you're confident that they will reach their goals.

200. The "Easy Or Hard" Strategy

The "would you rather (your product's benefit) easy or would you rather (someone else's product's benefit) hard..." strategy tells your prospects that they could get their desired benefit easier with your product. They likely won't want to purchase your competition's product if it makes it harder to obtain their benefit.

201. The "Main Goal" Strategy

The "we're dedicated to and working hard for your success..." strategy tells your prospects that your main goal is to improve their life. They may purchase your product just from the fact that you are telling or showing them that you are committed and working your tail off to help them reach their goals.

202. The "I Bet" Strategy

The "I bet you're not even worthy enough to purchase my product..." strategy tells your prospects that you are challenging them and saying that their mindset and abilities aren't suitable to gain their desired benefit. Many people will take offense and purchase your product to prove you wrong and show you that they are in your league.

203. The "No Trick" Strategy

The "I'm not going to try to trick you. I'm trying to sell you something..." strategy tells your prospects that you are going to get straight to the point and be up front with them. You'll need to tell them a good reason why you are trying to sell them your product other than trying making a profit. It could be because you really want to help them because you were once in the same situation.

204. The "Help More People" Strategy

The "I even ended my consulting service because I only want to help you..." strategy tells your prospects that the only way to get your product or expertise is to purchase your product. You can tell them you rather sell a low priced product than charge a high price for consulting or coaching so you can help more people that can't afford it.

205. The "Use It Or Else" Strategy

The "don't buy if you're not going to use it..." strategy tells your prospects not to purchase your product if they don't plan on gaining their desired benefit. You could give them a more detailed example like: don't buy if it's going to be boxed up in your cold, damp basement in a few days.

206. The "Quick Fix" Strategy

The "I prefer to have long-lasting benefits rather than a quick fix that doesn't last..." strategy tells your prospects your product's benefits will last longer than your competition's. You can tell them it's a waste of money to invest in a product that won't stand the test of time.

207. The "Product A Day" Strategy

The "get (no.) (type of product) products in (no.) days..." strategy tells your prospects that if they order you'll deliver them a new product every day for as long as you specified. You could reveal what each product will be or just give them a tantalizing hint about each one. If they are exclusive products, tell them so they don't assume they are a bunch of resell rights products that are offered everywhere else.

208. The "Offline vs. Online" Strategy

The "it's normally sold through the mail for (\$) but you can get it online for only (\$)" strategy tells your prospects there is a good reason why you are offering your product for such a low price. People probably thought your product was expensive if they saw it advertised offline beforehand, so the low price would surprise them and persuade them to buy. You could add little reasons like: you can offer a lower price because there is no packing or shipping, no printing or it's just cheaper overall to run an online business.

209. The "Beneficial Web Site" Strategy

The "I (your product's benefit) with this web site: [http://www.\(the URL\).com...](http://www.(the URL).com...)" strategy tells your prospects the beneficial results of you buying the affiliate product from that particular web site. Here are some examples: I found the girl of my dreams with this web site, I bought a new sports cars 3 weeks after visiting this web site, etc.

210. The "If You're Broke" Strategy

The "don't invest in this product if you're (bad financial situation)..." strategy tells your prospects they shouldn't buy your product if they are having money problems. You can get more detailed like: if you are risking putting food on the table, if you're behind on the rent, if you have to take out a second mortgage, if you have to search for loose change in the couch, etc.

211. The "Reverse Bonus" Strategy

The "there are plenty of highlighted bonuses (strategies, ideas, tips, etc.) throughout this letter which you can use right away..." strategy tells your prospects that they will get bonuses for just reading your sales letter. You want the information bonuses to be useful and persuade them to order your product. You could label them something like: Bonus Idea #1, Bonus Idea #2, Bonus Idea #3, etc.

212. The "Any Industry" Strategy

The "it works for anyone, in any industry..." strategy tells your prospects that your product is designed to help anyone and everyone. You could even list a bunch of occupational titles your product has helped in the past like: golfers, photographers, magicians, accountants, car enthusiasts, physicians, homemakers, etc.

213. The "First Place Discount" Strategy

The "the first (no.) people that order will get a (no.)% discount..." strategy tells your prospects that if they act fast, they can get your product cheaper than everyone else. You could give them a coupon code (if your ordering system allows it) or just keep track manually. You could keep your prospects updated on how many discounted packages are left.

214. The "Low And High" Strategy

The "how (\$ a low price) can get you over (\$ a high price) worth of (type of bonuses/or products)..." strategy tells your prospects that your product package is a real bargain. You could tell them that they would have to be crazy to pass it up. You can mention that even if they already own a few of the products, it's still worth it or you could offer them an even lower price if they can prove that they already own a few of the products.

215. The "Just Guess" Strategy

The "just guess how much (your product or bonuses) is worth..." strategy tells your prospects they will likely be pleasantly surprised at the value they are getting because you mentioned it. You can even make a guess for them and lead up to the total value. For example, no not (\$), no not (\$), no not (\$), the total value is (\$). Then reveal how low a price they will get it for.

216. The "Constructive Criticism" Strategy

The "bonus: I'll critique your (something related to your product)..." strategy tells your prospects that you'll give them some constructive criticism for no cost. It should allow them to help gain their desired benefit easier with your product than without your helpful advice. You could do it in person, over the phone, via e-mail, etc.

217. The "Order Them All" Strategy

The "you must purchase the product and upsell it to qualify for my bonus..." strategy tells your prospects that you will give them a personal bonus if they order the front-end product and one-time offer product through your affiliate link. If you want, you could even require that they order the back-end product.

218. The "Past Product" Strategy

The "I have a proven track record, see a picture of all my past products:..." strategy tells your prospects that you've developed successful products in the past and your new one is no exception. You could even show them your past sales records, order totals, testimonials, case studies, success stories, etc.

219. The "One Now, One Later" Strategy

The "free bonus: get my new product that is launching on (date)..." strategy tells your prospects they won't have to pay for one of your future products if they purchase your main product now. It will save them money and you can tell them the exact date they will get access to it.

220. The "Is Bigger Better?" Strategy

The "a multi-million dollar corporation didn't want me to release this product..." strategy tells your prospects that even a huge company that is your competition knows your product is good. Of course, if you tell your prospects something like that, it needs to be completely true.

221. The "Don't Give Up" Strategy

The "sometimes it's hard to achieve your goals but don't give up now..." strategy tells your prospects that if they don't throw in the towel and get over their obstacles, it will be well worth it. You can mention that your product will make it easier for them.

222. The "Never Done Before" Strategy

The "no sale like this has ever been done before..." strategy tells your prospects that the way you are selling, marketing or presenting your product is very unique. Sometimes people buy just because your offer is different from the others. You just need to be creative. Other sales that have made their marks are fire sales, take-away sales, holiday sales, 72-hour sales, etc.

223. The "Pick Your Level" Strategy

The "choose your product level..." strategy tells your prospects that you are offering your product at different price levels and product package contents. You'll be able to cater for everyone's budget and situation. It could be free, medium, deluxe, diamond, gold, silver, etc. You should list what each package level comes with and give them a chance to upgrade their packages later on.

224. The "Right Stuff" Strategy

The "the only people that should order are (a description of those types of people)..." strategy tells your prospects they need to be a certain type of person in order to gain their desired benefits from your product. It could be related to certain abilities, skills, emotions, education levels, accomplishments, occupations, etc.

225. The "Buy Low And Profit" Strategy

The "you can either buy high priced resell rights or low priced ones and make a profit..." strategy tells your prospects they are more likely to make a profit buying your lower priced rights. Once they understand the whole concept they may go back to your business more often for low priced resell, master resell and private label rights.

226. The "Going Public" Strategy

The "we are set to go public in the next few months..." strategy tells your prospects that your company is doing really well if you will be entering the stock market (if it's true). Most people assume that stock market companies sell a lot of products and make big profits. It might make them more comfortable buying from you because you need to make the shareholders happy too.

227. The "Clarification" Strategy

The "for clarification, here's what I mean..." strategy tells your prospects that in case they don't quite understand part of your offer, you are going to simplify it for them. People don't usually purchase products from offers they don't understand. You could also show pictures, graphs, and graphics to help clarify your offer.

228. The "If You See This" Strategy

The "if you still see this page then you're one of the first (no.) people..." strategy tells your prospects they can still get your special offer. Your special offer could be a discount, a bonus for purchasing through your affiliate link, extra bonus products, etc. Sometimes people don't order because they are not sure if they still have a chance to get a good deal.

229. The "More Than Most" Strategy

The "you'll know more than (no.)% of all (types of people)..." strategy tells your prospects that by purchasing your product, they will be more informed or skilled than the majority of people who aren't. People like to know that they will know more than others do. It gives them an advantage in life.

230. The "Intimidation" Strategy

The "I understand that it can be intimidating trying to make the right investment..." strategy tells your prospects you realize there are so many product choices and sales pitches out there that it can be a confusing decision. You just need to simplify it for them by comparing all their choices side-by-side. You will be putting your product up against your competitor's and comparing the benefits.

231. The "They Don't Brag" Strategy

The "(the affiliate product owner's name) won't tell you this because they don't like to brag..." strategy tells your prospects you are going to tell them some credible information about the owner of the affiliate product you are promoting. It could be things like: they are a doctor, won certain awards, reached some interesting goals, etc. It will persuade people to buy based on the product owner's personal or professional achievements.

232. The "Nothing To Show" Strategy

The "many people spend (no.)(months/years) and (\$) for (your product's benefit) and have nothing to show for it..." strategy tells your prospects that a lot of people take the hard road to gain their desired benefit to only end up failing at the end. If you can show them how your product can take away or minimize all those obstacles and improve their life, you will make a lot of money.

233. The "Lower Than Others" Strategy

The "it's not going to cost you the normal (\$) or even 1/(no.) of that..." strategy tells your prospects that they aren't going to pay anywhere close to what others have paid for your product in the past. You just need to give them a believable reason why the price is so low now, like they fell off the shelf and are slightly damaged, you made a deal with your supplier, you have to clear inventory for a new product, etc.

234. **The "Similar Suggestions" Strategy**

The "people that have purchased (your product name) are also interested in..." strategy tells your prospects to check out your other products or affiliate products that your customers have bought from you. You are more likely to get backend sales because of the similarities between the customers who purchase your main product and that purchase or look at those other products.

235. **The "Read And Benefit" Strategy**

The "you'll get more benefits from reading this letter than purchasing one of my competition's products..." strategy tells your prospects that your sales letter contains beneficial information. They will get a freebie for reading and save money by not having to purchase your competition's product. Of course, you'll present your own product to them and tell them why it's different and better.

236. **The "Don't Skip A Word" Strategy**

The "if you want to (your product's benefit), read every word of this letter..." strategy tells your prospects not to skip one word of your sale letter and they will reach their goals. You can tell them if they read every word, they'll understand why it's so important to purchase your product.

237. **The "Live Or Recorded" Strategy**

The "there are only (no.) live spots available..." strategy tells your prospects there are only so many people that can attend your live teleseminar, seminar or webinar event. You can tell them that the rest of the people will only get recordings of the event. As you may know, reality shows are all the rage now so limiting a live event can trigger a large amount of sales.

238. **The "It's Not For Sale" Strategy**

The "this is not for sale anywhere or at any price..." strategy tells your prospects that they will have to do something other than buying your product to own it. It could be purchasing a different product, sending traffic to your web site, giving you a success story, etc. You can even limit the number you have available and tell them after your goal is achieved, it will be gone forever.

239. The "A Free Physical" Strategy

The "get your no-cost CD today..." strategy tells your prospects they can get a free physical information product mailed or shipped to them. They will likely pay for the shipping or mailing fee if it will help them gain their desired benefits. You could also mention that you only paid to have so many copies of the physical product produced so your supply would be limited. It will give them a sense of urgency to jump on your offer. People place a higher perceived value on a physical product, plus you could always upsell them a higher priced product.

240. The "Domain Symbolism" Strategy

The "this is so important I registered a domain name about it..." strategy tells your prospects that your product is so crucial to their success that you paid for a special piece of Internet real estate for it. It could be a domain name related to the product's name, the date of your product launch, the type of product, etc.

241. The "Encyclopedia Of Proof" Strategy

The "grab my free e-book pack full of proof..." strategy tells your prospects that you bundled up a whole bunch of real life evidence that your product does what you say it does. The e-book could be full of success stories, testimonials, detailed case studies, before and after pictures, high profile endorsements. You could even allow people to give the free e-book away with your ad in it to increase sales.

242. The "As Your Own" Strategy

The "use my bonus package as your own..." strategy tells your prospects that they could use your personal freebie to persuade people to order an affiliate product through your link. You would just share your commission with them 50/50. And if there is an affiliate contest and you win, you could share the contest money or prizes with the top highest affiliate sales producers. You can tell them you all can make better money by working together in a co-op.

243. The "Give Them A Hint" Strategy

The "I'll give you a few hints..." strategy tells your prospects that you aren't going to reveal what your next product will be or what is on the web site in your ad copy. It will create a ton of curiosity and people love solving puzzles. For example, Hint 1, Hint 2, Hint 3, etc. The Hints could be related numbers, words, people's names, etc.

244. The "Broke A Record" Strategy

The "it's been a record sales (day/week)..." strategy tells your prospects that you broke your sales record with your current product. They will think it has to be a good product if it's selling that well. You can tell them you've had positive responses from your customers and many unsolicited testimonials.

245. The "VIP Treatment" Strategy

The "I want to give my loyal prospects a discount..." strategy tells your prospects that your new product will be launching soon but they can get it at a discount price before your official launch. It's a great way to build loyalty and rapport with them. Your customers will hang around longer if you give them some special VIP treatment once in a while. You can create a buying frenzy by limiting the number of days the discount will be available.

246. The "Market Removal" Strategy

The "hurry, it will be removed from the market on (date)..." strategy tells your prospects that your product won't be available for purchase permanently or temporarily in the future. If it's temporarily, you can tell them exactly how long it will be before it's gone. You could list the number of days, weeks, months or even years. If they have the slightest interest in your product, they won't want to wait that long.

247. The "Don't Hate Money" Strategy

The "even if you hate (topic) you can make money from it..." strategy tells your prospects that you are offering resell rights to some niche products. You can tell them they can expand their business by easily moving into different niches without all the work. For example, even if you hate changing your car oil you can still make money selling a "how to" ebook about it.

248. The "Build Your Credit" Strategy

The "I'll give you a \$(no.)credit on any of my products..." strategy tells your prospects they will get a discount off one of your products or get one for free if they purchase someone else's product through your affiliate link. A personal bonus can persuade people to order faster than just giving them a plain option to buy, which any old affiliate could do.

249. The "Poetry Profits" Strategy

The "read this poem..." strategy tells your prospects that they will be pleasantly entertained while reading your ad. You could use a full poem or excerpts of a poem for different parts of your ad copy, like headlines, sub-headlines, closes, a P.S., etc. You want the poem to be related to your product and persuade them to buy.

250. The "See It First" Strategy

The "be the first to see the sales letter..." strategy tells your prospects they can have one of the first opportunities to see your product's sales page during pre-launch. They won't be able to buy but it will give an extra chance for them to see your ad before the official launch. You could leave a few things like bonuses out of it so they will want to see it again at launch. The more time people see your ad, the higher the chance they will buy. It could also create a buzz and get your affiliates extra-enthusiastic to promote your product.

251. The "Big Bucks First" Strategy

The "earn (no. - high number)% your first month and (no - lower number) thereafter...." strategy tells your prospects if they sign up to your affiliate program you'll give them a higher commission on their first months sales. It could be higher commissions for the first month of your new product launch, the first month someone one joins your membership web site or the first month they are an affiliate.

252. The "Bonus Lockdown" Strategy

The "lock in your bonuses..." strategy tells your prospects that you will eventually remove your main product's bonuses on a certain date or after a specific number of orders. You can also tell them they will be guaranteed to get all the future bonuses that you add to your product package. You could tell them you will remove your bonuses one at a time or all at once.

253. The "Hide It" Strategy

The "look for the hidden bonus inside..." strategy tells your prospects that there is a hidden bonus in your paid or free product. It will make them interested in taking the next step, either buying your paid product or requesting your freebie. You could tell them how much the mystery bonus is and give a hint about where it is located.

254. The "Better Than The Best" Strategy

The "it's way better than (a good, popular, well-known brand product)..." strategy tells your prospects that your product offers more benefits and features than a similar leading product. People will assume that if you can legally make those claims then your product must be good and will be persuaded to see why it will be better for them.

255. The "Watch For This" Strategy

The "something big is going to be released on (date/time)..." strategy tells your prospects to watch out for your e-mail on that particular day and time. Tell them it's something they don't want to miss. You can tell them a ton of top marketers are helping to promote it. You could even give them a fill-in-the-blanks hint or clue about what the product will be or be about.

256. The "Buy And Copy" Strategy

The "purchase through my affiliate link and use my bonus package..." strategy tells your prospects that if they order a product through your affiliate link, they will get your personal bonus package and the right to use it to promote the affiliate product to their visitors. And if you want, you could even ask them to split the commissions they make with you.

257. The "Overnight Miracle" Strategy

The "become (your product's benefit/their goal) overnight..." strategy tells your prospects that if they buy your product today, they will wake up with their desired benefit tomorrow. When something is bothering someone or if they have a problem, they will think about it before they go to sleep. They usually will wish, pray or imagine that the problem will be magically solved in the morning when they wake up.

258. The "Bills, Bills, Bills" Strategy

The "solve your problems forever for the same cost of one monthly (type) bill..." strategy tells your prospects to compare the cost of your product to something they pay for every month. It could be an electric bill, phone bill, cable bill, satellite bill, garbage bill, water bill, etc. It will make the price of your product seem cheaper than it sounds.

259. The "Save In The Future" Strategy

The "get a discount of (\$) for my next product..." strategy tells your prospects that if they order a product through your affiliate link, they will get a discount on your own higher priced product. So, if the affiliate product costs \$500 and your product is \$1000, they would get a discount on the difference which would be \$500. In all, they would pay \$1000 for the affiliate product and your product instead of \$1500.

260. The "A Team Sport" Strategy

The "it took a team of (no.) professionals to create this..." strategy tells your prospects how many and the type of professionals it took to create, sell, manufacture and market your product. You could list people like writers, script or software coders, graphic artists, lawyers, copywriters, proofreaders, affiliate managers, etc. People will realize that many professionals helped with your product and they will assume your product will give them their desired benefits.

261. The "Pajama" Strategy

The "I'm sitting here in my pajamas..." strategy tells your prospects what you're wearing or doing that relates to your product's benefit. If your product's benefit was working from home you could do it in your pajamas, underwear, sweats, bath robe, etc. If you're selling vacations you could be wearing your swimsuit, sitting by the pool, getting a massage, etc. Just use your imagination to create the setting and sales story then follow it with your product offer.

262. The "Limited Install" Strategy

The "for the first (no.) that order, I'll (install/assemble) it for no cost..." strategy tells your prospects that people usually have to pay extra to you or someone else to get your product set up properly. They will want to be one of the first to order to avoid that extra fee or to avoid the time, hassle or frustration of trying doing it themselves.

263. The "Fast Affiliate Sales" Strategy

The "if you qualify with the fastest (no.) affiliate sales, you win..." strategy tells your affiliates that they can earn extra commission by reaching a certain number of sales if they do it before all of your other affiliates. For example, the fastest to 50 affiliate sales wins \$1000, fastest to 25 affiliate sales wins \$500, etc.

264. The "Official Count" Strategy

The "only (no.) copies available (see the real time live counter at the bottom of this page)..." strategy tells your prospects you only have a certain number of your products left to sell. If you place it towards the top of your web page, people will be curious and scroll down through your sales letter to see the accurate number left instead of just leaving. Something may catch their eye that wouldn't have before and persuade them to buy.

265. The "Answer And Save" Strategy

The "complete this survey and get a (no.)% discount on my next product launch..." strategy tells your prospects they will save some money in the future just by answering a few survey questions. You could ask questions that could possibly help you persuasively present your future product or older products to your prospects.

266. The "Random Winnings" Strategy

The "have a chance to be randomly selected to win (prizes/cash)..." strategy tells your prospects that if they take a specific action, they could be randomly selected to win something. It could be being present at your teleseminar, telling other people about your web site, joining your affiliate program, registering and participating in your forum, etc.

267. The "Greatest" Strategy

The "the greatest (type of product) ever..." strategy tells your prospects that your product is much greater than any other similar product in your market. It makes people think, „Why should I buy anything else when I can have the greatest.“ This could also work for words like: the biggest, the best, the smallest, the lightest, the heaviest, etc.

268. The "J.V. Payback" Strategy

The "exclusive bonus: joint venture with other customers..." strategy tells your prospects that if they purchase your product, you will provide a members area where they can easily and automatically contact other customers that are interested in joint venture offers. You can tell them that by just using this bonus alone it could more than pay them back for their investment. You could also mention the names of some of the more popular marketers or business owners they could contact. Also mention that many businesses currently charge a lot of money for this type of service.

269. The "Stop Selling" Strategy

The "we stop selling (your product' name) but now you can sell it..." strategy tells your prospects that they can purchase the resell, master resell or private label rights to your product and you won't compete with them. They will feel they will have less competition and a better chance to make money selling your product without you competing with them.

270. The "Old Bonus" Strategy

The "imagine getting a (17??, 18??, 19??) out of print book..." strategy tells your prospects they can get a rare product that is no longer in production or hard to find if they purchase your product. Just make sure your older bonus is related to your main product. People like things that are rare and don't cost anything that will help give them their desired benefit.

271. The "No Room Here" Strategy

The "I didn't have room to list all the products here..." strategy tells your prospects that there are additional products or bonuses in the product package you are selling. It gives a little mystery to your offer and will make people nosy. You could also mention that you will be adding new products in the future on an on-going basis.

272. The "You'll Never Benefit" Strategy

The "they said I could never achieve my goal but now they are asking me how I did it..." strategy tells your prospects that they should never listen to negative people in their life that try to hold them back from their desired benefits. They will want to purchase your product just to prove those people wrong.

273. The "Version 1 And 2" Strategy

The "be one of the first (no.) and get version 2 for no cost..." strategy tells your prospects that when you release the next version of your product, they will get it for zilch if they buy the original or current version. Also, you could mention how much you'll be selling the next version for or how much the upgrade for a current user will cost.

274. The "This Is About You" Strategy

The "this is about your (something related to your prospect)..." strategy tells your prospects that your sales letter is about them. People will want to know since it's all about them. If you were selling to webmasters you could say, „This is about your web site.“ Plus, it's highly targeted. They won't open it if they don't have a web site or have no interest in web sites.

275. The "He's Annoying" Strategy

The "(product owner's name) is (negative attitude/personality) but..." strategy tells your prospects that the owners of the affiliate product you are promoting has character flaws but knows what he/she is talking about. It will grab people's attention because people usually don't say something like that in public. The negative quality could be: stubborn, self-centered, annoying, etc.

276. The "Spend More, Save More" Strategy

The "spend between \$(no.) and \$(no.) and get (no.)% off, spend between \$(no.) and \$(no.) and get (no.)% off, etc..." strategy tells your prospects that the more they spend, the bigger discount they will get. It will justify them spending more without feeling guilty about it. You could hold it as a limited time sale so it creates urgency for them to spend more and save more now instead of having them procrastinate about it.

277. The "A Story About You" Strategy

The "I heard a short story about you..." strategy tells your prospects that you are going to tell them a story about themselves. The story could be about somebody who was likely in the same situation they are in and they used your product to improve things. It would make a great headline. You could also use the line, „I heard a rumor about you“ or „I heard some gossip about you.“

278. The "Benefit Or I'll Help" Strategy

The "(your product's benefit) in (no.) days or I'll personally help you till you achieve it..." strategy tells your prospects that if they don't achieve their goal in the time period you set, you will help them at your own cost till they do. It could mean you promoting their product, giving them personal consulting or coaching or anything else that would be costly to you, money- or time-wise.

279. The "No College For Me" Strategy

The "check out my accomplishments without having a college degree..." strategy tells your prospects that you were successful at accomplishing your goals without going college. It reminds them that they don't always need special schooling or training to gain their desired benefits. Just remind them that they need your product. Some non-college accomplishments could be: being an author, consultant, mentor, coach, web designer, public speaker, etc.

280. The "No Purchase Reasons" Strategy

The "there are likely (no.) reasons you haven't reached your goals..." strategy tells your prospects the reason they haven't gain their desired benefits. The reasons need to support your product and persuade them to buy. It could be reasons like: they bought the wrong products in the past, they were scammed by fly-by-night businesses, they haven't had the right personal guidance or support, they haven't been given the right step-by-step formula.

281. The "Meet My Customers" Strategy

The "rub shoulders with others who are successful..." strategy tells your prospects that if they purchase your product, you will offer them a way to meet your other happy customers. Tell your prospects they will be able to learn extra knowledge, strategies and skills from them. You could offer a free members only forum, chat room, live luncheons, seminars, workshops, teleseminars, etc.

282. The "Personal Guidance" Strategy

The "bonus: (no.) weeks of small group training calls..." strategy tells your prospects that they will be trained via the telephone with small groups of other new customers. You can tell them that you can give them more personal guidance and support on how to be successful with your product. Plus, you can tell them that you will have the time to answer all their questions for their own unique situation.

283. The "Next Success Story" Strategy

The "when you become our next success story you will get free publicity..." strategy tells your prospects they could become famous and get their own business or message in front of all your prospects, visitors and customers. This will really persuade people that have similar businesses or have non-profit organizations to promote your product.

284. The "Price Explanation" Strategy

The "the reason my price is so low is..." strategy tells your prospects an honest and believable reason why you are selling your product so cheaply. You don't want people to turn down your offer because people devalue it. It could be because you can deliver it via the Internet, you want to help as many people as you can, you've got a special bulk deal from your supplier, you are clearing inventory for a new product line, etc.

285. The "What Will It Take?" Strategy

The "what will it take to solve your (niche) problem? Do you know the answer?..." strategy tells your prospects to really think about what it will take to solve their problem(s). Now, you can just present a simpler way for them to do it than they likely imagined. You could say, „Just invest in our product and follow our simple, step-by-step plan.“

286. The "Model My Customer" Strategy

The "if you want to have the same results as (a name of your customer that has given you a testimonial)..." strategy tells your prospects how they need to model a person that has given you a testimonial. You could tell them that right below the testimonial. Of course, one of the things they did do was purchase your product.

287. The "Face-To-Face" Strategy

The "I'll help you face-to-face at a live event..." strategy tells your prospects that they can actually learn from you in a personal setting instead of a long distance setting, such as by e-mail, via your info products, by telephone, by web cast, etc. Of course you could try to sell them some of your products after your live presentation or workshop. You could offer the no-cost live event in exchange for them purchasing your product.

288. The "Blunt" Strategy

The "warning: don't read this letter if you are easily offended..." strategy tells your prospects that if they can't take any constructive criticism, they should leave your web page immediately. You could tell them that you are going to be straightforward, intense, brutal, honest and blunt with them because you hate to see people making excuses for not reaching their goals. You can tell them that sometimes people need to have their feelings hurt and the right product in order to succeed.

289. The "Physical Rewards" Strategy

The "imagine making (\$) and buying (type of valuable object)..." strategy tells your prospects to picture themselves making a certain amount of money with your money making product or your affiliate product than actually purchasing something with it. For example, imagine making \$5,000 to take that amazing vacation to Vegas. Other luxury type purchases are cars, boats, motorcycles, houses, laptop computers, rare paintings, etc.

290. The "Poor Affiliate" Strategy

The "(no.)% of all affiliates make less than \$(no.) per month..." strategy tells your potential affiliates how little most affiliates make. You can tell them your current affiliates are making way above average of what most of the other affiliates are making. They will assume your product has a high conversion ratio, quality sales tools and is ripe for the market. It will persuade them to try out your affiliate program.

291. The "A Matter Of Time" Strategy

The "just give me (no.) (minutes, hours, weeks, months) and I'll help you (your product's benefit) guaranteed..." strategy tells your prospects it's just a matter of time and a small investment before they gain their desired benefit. The more exact or specific you are about the time, the more believable it will be.

292. The "Be My Shadow" Strategy

The "you need to learn from someone who is already successful..." strategy tells your prospects that if they model you, they will gain their desired benefit. Tell them they just need the right product and someone to show them the ropes. Just mention how easy it will be for them to copy you. Tell them you'll provide quick start guides, step-by-step instructions, video tutorials, etc.

293. The "Affiliate Compliment" Strategy

The "(affiliate product owner's name) is one of the most (positive quality) people I know..." strategy tells your prospects that you know the business owners personally. You could tell them that they are honest, kind, giving, down-to-earth, etc. It just may be enough to persuade them to buy through your affiliate link, especially if they already trust you.

294. The "Sliced Bread" Strategy

The "it's the best thing since (an old popular product or invention)..." strategy tells your prospects your product is better than or equal to an already established, reputable, branded product or business. It should be something your target audience would recognize. For example, it's the best thing since sliced bread.

295. The "What's Your Level" Strategy

The "click on your level of experience..." strategy tells the prospects on your web site to click on beginner, intermediate or expert. Then you can redirect them to separate sales pages that reflect their level of experience so that you can more easily sell your product. The more targeted your sale letter is, the higher your conversion ratio will be.

296. The "Piece By Piece" Strategy

The "I could seriously sell each product separately and make..." strategy tells your prospects that you could make more money selling your product package piece by piece rather than as a whole bundle. They will see the value of purchasing the package deal because they'll know how much you could be making, however you are selling it for way less.

297. The "JV Repayment" Strategy

The "you'll meet many business owners and that could turn into a couple joint venture deals..." strategy tells your prospects that your product will allow them to meet other business owners/marketers that could turn into lucrative joint venture deals. You could mention the possible joint venture deals they could make would more than pay for their purchase. Your product or bonus product could be a business seminar, business workshop, trade expo, online chat room, online forum, etc.

298. The "Everyone Needs It" Strategy

The "almost everyone wants to (your product's benefit)..." strategy tells your prospects that a majority of people or businesses need your product. They will feel it's just normal to purchase it. It will make it seem like it's a normal every day or every week purchase that they really don't have to think much about getting.

299. The "Short Guarantee" Strategy

The "it comes with a (single digit) day guarantee..." strategy tells your prospects that you are offering a very short guarantee and they might read further on to see why because most business use longer guarantees. You could tell them the reason you are offering a short guarantee is because most businesses or your competition offer longer guarantees to make people forget about ever using them if they don't like the product.

300. The "I Took Notes" Strategy

The "if you couldn't be there, buy my notes..." strategy tells your prospects that you took notes at your seminar and are now selling them. You could tell them they are getting the very best tips from the seminar without all the fluff, sales pitches, travel, hotel fare, jet lag, etc. Even in recorded videos and audio or transcripts there is fluffed up information so notes seem extra valuable.

301. The "100% Faster" Strategy

The "the first affiliate to make (no.) sales gets 100% commission on those sales..." strategy tells your prospects they can make 100% commissions on all the sales stated in the contest if they just make them fast enough. It will really motivate your affiliates to do just about anything possible to make those sales. They could end up paying for extra advertising or start offering personal bonuses to sell more of your product.

302. The "Paparazzi" Strategy

The "according to (a popular media outlet)..." strategy tells your prospects something a reputable source said that will help persuade them to purchase your product. It could be a case study they did, a survey they've taken, a news story that related to your product, an interview they conducted, etc.

303. The "2006" Strategy

The "updated for (the current year)..." strategy tells your prospects they may have bought your product last year but they don't own the new up-to-date version. Or they may not have had the chance to buy it last year because you sold out, so now they can see what they missed. You could give them a list of the newly added benefits, features, information, etc. You could even tell them what percentage of your product is new. For example, it's 65% new information.

304. The "Date Of Possession" Strategy

The "as of (date) (no.) own (your product's name)..." strategy tells your prospects how many people have possessed your product. If it's a large number, people might be jealous and want to be included. You can tell them you know of a certain number of people that have benefited even better than you did with your own product.

305. The "Loyalty Bonus" Strategy

The "every (no.) (weeks/months/years) you stay a paid member, you will get a bonus..." strategy tells your prospects that you will reward them for their loyalty. It will be more effective if it's an original bonus and not a bunch of outdated, oversaturated resell rights. You just need to make sure the bonuses are related to your member or subscription product or it's something they want.

306. The "Limiting Belief" Strategy

The "it's a whole lot easier than you think..." strategy tells your prospects that their limiting belief is holding them back from gaining their desired benefit. You could tell them why it's easier than they think and how your product was design to help. If you can learn how to change your prospects' limiting beliefs, you'll always be profitable.

307. The "Forever And Ever" Strategy

The "(your product's benefit) and make it last forever..." strategy tells your prospects not only will they get their desired benefit but your product will also make it last for eternity. For example, people can lose weight but the hard part is keeping the weight off. People will pay more for long-lasting solutions than quick fixes that don't last.

308. The "For Release" Strategy

The "purchase my next (no.) product releases and you'll get my next product release for free..." strategy tells your prospects that you will reward them for being a repeat customer. It will work better if you give them a little information about the free product release so it persuades them to invest in the product release before that one. You can tell them how much you will be selling the product for so they know how much money they will be saving.

309. The "Proof Of Income" Strategy

The "here are actual screen shots of some of our customers' earnings..." strategy tells your prospects that people are earning big profits with your money-making opportunity. It could be a way to make money selling at online auctions, with their own business on the Internet, promoting your product as an affiliate, etc.

310. The "Story Of Pictures" Strategy

The "there are (no.) pictures in this book..." strategy tells your prospects there are visuals inside your information product. Many people like to read and to have pictures with the words so they can better understand the story or information presented. It could be photos, drawings, graphics, charts, illustrations, etc.

311. The "Legal Protection" Strategy

The "(your product's name) is patent pending..." strategy tells your prospects that your product is so good that that you are protecting it. It will increase the perceived value of your product through your customers' eyes. Of course, you should mention copyrights and other legal protection you have for it.

312. The "Extra Entries" Strategy

The "earn one extra entry in our contest for every person you refer..." strategy tells your prospects they will have a higher chance to win your online contest if they help to promote it. You could offer cash or a prize to the winner. After people enter your contest, you could take them to a thank you page with an O.T.O. (one time offer).

313. The "Short Quotes" Strategy

The "here are some quotes from our customers..." strategy tells your prospects that you aren't giving them some long testimonials that they don't have time to read through. You could ask permission from the customers that gave you the testimonials to just use the most persuasive lines in them.

314. The "I'll Pay For Theirs" Strategy

The "and I'll give you (\$) towards buying our competition's product..." strategy tells your prospects that if they don't like your product, you'll refund their money and give them a little money towards the purchase price of your competition's product. If you're super-confident, you could offer to pay for the full amount of your competition's product. Either way, it's a powerful and little used guarantee.

315. The "Free Or Fee" Strategy

The "plus get free access to a bunch of for sale products..." strategy tells your prospects that you persuaded a bunch of other businesses to donate some of their for sale products as bonuses for your new product. You can tell them that they donated them because they will make money from being a launch partner and getting free publicity or your prospects may think they are just cheap, older and oversaturated products.

316. The "Update History" Strategy

The "update 1# (date) - We just added (benefit, feature or bonus). Update 2# (date) - We just added (benefit, feature or bonus), etc..." strategy gives your prospects a list of improvements you've done to your product since the time it was officially released. You could have the whole list right on your sales letter. People will assume that your product will just keep getting better and better if they invest in it now.

317. **The "Techno-Phobic" Strategy**

The "are you afraid of new technology?..." strategy tells your prospects to question their mental state because they haven't gained their desired benefit yet. This works great if you have a technology type product. You just need to tell them why your product is easy and uncomplicated to use. Remind them that you designed it for newbies and people that don't have a technical background.

318. **The "Bad Boy" Strategy**

The "a (bad type of person) (your product's benefit)..." strategy tells your prospects that even a bad person with bad situations can achieve their goals with your product. It could be a former drug dealer, convict, alcoholic, pot smoker, bank robber, etc. You could even say that particular person had better results with your product than some professional people, like doctors, lawyers, CEOs, store managers, accountants, etc. Plus those types of characters will grab people's attention.

319. **The "Enjoy Life" Strategy**

The "focus on what you love..." strategy tells your prospects that your product will solve their problems so they will have time to do the things they enjoy. When people have lingering problems sometimes they get unhappy and depressed. If people have this type of situation they will be highly influenced to buy.

320. **The "Movie Ticket" Strategy**

The "it's less than the cost of (a type of entertainment)..." strategy tells your prospects that the price of your product is comparable to a common entertainment event or a night on the town. It could be going to a music concert, seeing a movie, having a few drinks at the bar, going to a dance club, etc.

321. **The "Expensive Eyes Only" Strategy**

The "only my (\$k) coaching students have access to this..." strategy tells your prospects that you are selling a product or adding a bonus to your main product that was seen by people that have paid you thousands for your live help. It could also be seminar attendees, workshop participants, consulting clients, closed door mastermind participants, boot camp attendees, etc.

322. **The "First Day Dilemma" Strategy**

The "if you're not happy after the first day, I'll refund your money..." strategy tells your prospects that if they purchase tickets to your live event, their satisfaction is guaranteed. You could also add that you will pay for any or all of the travel-related expenses they acquired. It could be plane tickets, gas, rent a car fees, food, drinks, new luggage, babysitters, days taken off work, etc.

323. The "Click Of A Mouse" Strategy

The "your problems can be solved with one click of the mouse..." strategy tells your prospects literally how simple it will be to get the solutions they are seeking. You could also say things like: with a push of a button, just click the order button, just by pulling out your credit card, with a few strokes of the keyboard, etc.

324. The "Copy Your Dream" Strategy

The "just close your eyes and imagine your life is perfect..." strategy tells your prospects to create a mental image of their life. They will see the goals they achieved, the problems they solved, etc. It will persuade them to at least purchase your product to come a little closer to that type of lifestyle.

325. The "Worldwide Problem" Strategy

The "I've talked to people that are experiencing the same frustration, even on different continents..." strategy tells your prospects that you have done extensive research all over the world to develop your product. People will like the fact that you created your product based on real life experience rather than just relied on experts that don't have the same problems they do.

326. The "Just Say Yes" Strategy

The "you can benefit just by saying "yes", it's that easy..." strategy tells your prospects all they have to do is agree with your product proposal and they will achieve their goals. You could also say things like: by just saying I'll try it, by just saying I agree, by just saying you're right, by just saying I'll take a chance, etc.

327. The "No More Physicals" Strategy

The "now, only the digital version is available..." strategy tells your prospects there are no more copies left of the physical version of your product. Many people like a physical product better so you may want to lower the price of your digital product. It can also be a reason why you are selling the electronic version for less because there is now shipping, production or handling costs, etc.

328. The "It Still Sells" Strategy

The "here is the reason I'm selling the resell rights..." strategy tells your prospects that you aren't selling the resell rights to your product because it doesn't sell well. Your reasons could be because you are starting a new business so you have the time and energy to devote to a new product or you want to help your loyal subscribers to easily start their own business and experience the freedom you're experiencing.

329. The "Sooner The Better" Strategy

The "just think if you had bought my product (no.) (day, week, month, year) ago, you could have already (your product's benefit)..." strategy tells your prospects if they had acted sooner, they could have already been benefiting. You could remind them that they would be crazy to make the same mistake twice. Tell them it's their second and maybe last chance to benefit.

330. The "Replace It" Strategy

The "this is the world's first replacement for outdated (type of product)..." strategy tells your prospects that your product is a replacement for their older product. You just need to give them some good reasons why they should replace their proven product with your new product. Is it faster, smaller, bigger, more efficient, easier to use, etc

331. The "Snooze And Lose" Strategy

The "soon my product will only be available to my consulting clients..." strategy tells your prospects they could buy your product for a cheaper price or wait and pay your expensive consulting fee to get it. You could also only make your product available as a bonus to your high price products, expensive live seminars or costly live workshops.

332. The "Tag Team" Strategy

The "hear me live with (another expert in your niche)..." strategy tells your prospects that you are hosting a free teleseminar or webcast with another guru in your particular niche. You guys could have an informative conversation or just an interview session. You could present the other guru's product for sale at the end of the broadcast and you could make 50% commission or have the right to promote you own product because the other guru would have promoted the free event too.

333. The "Search For Us" Strategy

The "don't think we know anything, search for (your product's name) in any search engine..." strategy tells your prospects that your product and web site is popular so your product claims must be true. Just make sure many sites link to your web site or your product name is mentioned on tons of sites. Many people won't even do a search because they will assume you wouldn't say to do that if it wasn't true because they could easily prove you wrong.

334. **The "Advertising Bonus" Strategy**

The "no cost monthly advertisements..." strategy tells your prospects that they can advertise whatever they want on your web site for one month after they make a purchase from your web site. If you have a monthly membership web site, they could get free advertising for every month they stay a paid member. Remind them that this free advertising alone could end up paying for all their purchases or their monthly membership.

335. **The "Your Future First" Strategy**

The "you'll get first chance to join my affiliate program..." strategy tells your prospects that if they purchase your product, they will get VIP access to promote your new products in the future. People like to promote new products when they first launch before all the big gurus do because they can usually make more commissions with less competition.

336. **The "Become Famous" Strategy**

The "get free publicity..." strategy tells your prospects that they can place a testimonial on your sales page if they purchase and like your product. You can tell them they are allowed to place their web site address and a brief line of advertising underneath it.

337. **The "Sooner Than Expected" Strategy**

The "my last sale sold out sooner than expected..." strategy tells your prospects that if they are even a little interested in your product, they had better hurry and buy it now. This sale could be sold out fast, just like your last one. You could give them a little more detailed info about your last sale, like: it was scheduled to run for 7 days but sold out in 3 days, it sold out in less than 1/4 the time, etc.

338. **The "My Affiliates Results" Strategy**

The "I had one customer already report that he sold a ton of my products..." strategy tells your prospects that the person bought your product resell rights or joined your affiliate program and made a quick profit. You can even tell them the exact amount this person made, how many days it took them and how they marketed them, etc. Tell them you even posted their success story on your web site too.

339. **The "I'll Help You Profit" Strategy**

The "I'll promote your affiliate link..." strategy tells your prospects that if they purchase your product and join your affiliate program, you will promote their affiliate link in your regular promotion to your own customers and prospects. It shows you're not against losing profits and you want to help your customers make some extra money.

340. **The "Renew The Interest" Strategy**

The "new bonuses have been added..." strategy tells your prospects that you have added new bonuses to your product package. It will give them a renewed interest in your product if they weren't interested before. To be fair, you could even allow customers that have already purchased your product to get the new bonuses for no cost as well. You could create the new bonuses yourself, buy resell rights products or ask other businesses to donate bonuses in exchange for free publicity.

341. **The "Quit Wondering" Strategy**

The "don't spend another (second, minute, day, month, etc.) wondering how to (your product's benefit)..." strategy tells your prospects if they purchase your product, they can avoid all the wondering and worrying of how they will solve their problem. You should even tell them how fast they will receive their desired benefit once your product is in their hands.

342. **The "Survey Sales Letter" Strategy**

The "just check out these survey results..." strategy tells your prospects that you have conducted a survey of similar people with similar situations to them. You want your survey to be about a subject or topic that would persuade them to purchase your product. Of course you also want the result to be in your business's or product's favor. You could even place the survey question and the results directly on your sale letter.

343. **The "Set And Forget" Strategy**

The "just set and forget it..." strategy tells your prospects that once they set up your product to seek their desired benefits, they can forget about it and it will work automatically on its own. You could say things like: plug it in and go about your business, just install it and enjoy the things you love, etc.

344. **The "Hard To Value" Strategy**

The "it's hard to price this product because it's so valuable..." strategy tells your prospects that your product is worth a lot, either in terms of making money or the benefits it provides. You could compare the value of it to things or people in their life and environment so they can have a clear picture of what you're saying, like: what is your (car, house, friend, pet, local fire department, etc.) worth to you? They will assume it's hard to put a price tag on anything and it will be easier for them to accept your final asking price.

345. The "Blog Reviews" Strategy

The "check out the product reviews below..." strategy tells your prospects that you have a blog type section under your sales letter where they can read product reviews from your current customers. You could allow people to rate your product with numbers or symbols, leave testimonials with pics, write their success story, etc.

346. The "It's Overwhelming" Strategy

The "it seems like an impossible, overwhelming task, doesn't it..." strategy tells your prospects to think about every little thing they will have to do in order to gain their desired benefit by themselves. You could even list each and every step they will have to take to reach their goals. Of course, you can then tell them how your product will eliminate most or all of those burdens. They will definitely see the value in it.

347. The "Weekly Success" Strategy

The "each week I'll send you new customer success stories..." strategy tells your prospects that you'll keep them updated on the great results your customers are getting from using your product. This may eventually persuade them to buy over time. The more people they hear about having great results, the more they will be influenced to purchase your product.

348. The "It's Like A Vacation" Strategy

The "my product is like a lifetime vacation from your problem..." strategy tells your prospects that you are comparing your product to a relaxing getaway or resort. When people have problems, they're worried and stressed and that's one of the main reasons people take vacations. Your prospects might actually visualize their problems being eliminated in their mind. It will persuade their conscious mind to purchase your product.

349. The "Don't Regret It Later" Strategy

The "don't say „would have, could have, should have“ (months, years) from now..." strategy tells your prospects not to make the mistake of regretting that they didn't purchase your product. They will actually think about a time in the past when they didn't buy a product and regretted it. Almost everyone sometime has kicked themselves for not investing in a certain product sooner.

350. The "Why Invest More?" Strategy

The "franchises are a more expensive investment..." strategy tells your prospects that you are comparing offline businesses to your affiliate program or resell rights product. You could mention they are: zero or low cost, have no or low maintenance, little or no inventory, no employees, no cold calling, little or no risk, no royalty payments, no rent, etc.

351. The "Expert Credentials" Strategy

The "every expert in our (type of information product) has (type of accomplishment)..." strategy tells your prospects that all the gurus in your product are proven successes. It could be that they all made over so much money, won some kind of award, went through some kind of schooling, helped so many people, etc.

352. The "Taking A Dare" Strategy

The "they dared me to let you have it at no cost for (no.) days..." strategy tells your prospects that you proved some people wrong and they won't have to give you any upfront money to use your product. People will realize they have absolutely no risk with your „try before you buy“ offer, plus they will be interested about who challenged you to market such an offer. You can reveal that story to them in your ad or in your product package (so they have to buy to find out).

353. The "Certificate Showoff" Strategy

The "Bonus: An Official (topic) Certification Certificate ..." strategy tells your prospects they will get a certificate upon completion of gaining their desired benefit with your product. You can tell them they can hang it on their wall to show off to their friends, co-workers or customers, use it to help get a job (depending what it's for), etc.

354. The "Choose Your Words" Strategy

The "if you want to read this letter in a different language, please choose one..." strategy tells your prospects they have the option of reading your offer in any language they like. Your prospects might be more persuaded to purchase your product in a language they enjoy reading or are more familiar with. They may understand it better and it will be a more pleasant experience for them.

355. The "It's Like, After This" Strategy

The "it's like having velvet sheets after always having polyester sheets..." strategy tells your prospects they will see a big difference in the benefits/features by owning your product and doing away with their normal product. By using a (metaphor, simile, etc.), it will compare your product in an easy to understand way.

356. The "Constant Improvement" Strategy

The "new enhancements are always being added and tested as you read this..." strategy tells your prospects that your products will only get better the longer they own it. You can mention that you will give them free upgrades and add-on products for the life of the product. Also, depending on the type of product, you can send a technician or special assistant out to their home/business to properly install everything for them at no cost.

357. The "If You're A, You'll" Strategy

The "if you're a (type of person or profession) you'll (benefit), if you're a (type of person or profession) you'll (benefit), etc ..." strategy tells your prospects what benefits and features they will get based on their lifestyle. It could be based on their type of job, their type of attitude, their emotional status, etc. It will target all the different types of people that will purchase your product on one sales page.

358. The "Not A Dime" Strategy

The "you won't make a dime with your business unless..." strategy tells your business prospects the things they need to make money with their business. Of course you need to present how your product can help them make money. You could mention things like: it will increase their traffic, get them new promotional ideas, increase their conversion ratio, etc.

359. The "I'll Pay You" Strategy

The "I'll pay for your next (no.) product purchases..." strategy tells your prospects that some of your next product launches are on you (or the house) for purchasing your current product or someone else's product through your affiliate link. "I'll pay for" sounds more persuasive than using free, no cost, for zero, I'll give them to you, etc.

360. The "No More Questions" Strategy

The "my (a family member or friend) hasn't asked me this question since I used this product for myself..." strategy tells your prospects they can avoid being questioned by their friends, work colleagues or family members as to why they haven't improved a specific area of their life yet. For example, Why are you still renting? Why haven't you got in shape yet? etc.

361. The "Can I Help?" Strategy

The "do you think that a person that has (a specific accomplishment) can help you?..." strategy tells your prospects that you have the experience or knowledge to help them reach their goals. Instead of a direct statement of what you've achieved, you're making them say yes and agreeing with you. Now it will be easy to convince them to try out your product.

362. The "Individual Attention" Strategy

The "we are limiting the number of people that can attend this event..." strategy tells your prospects that people that purchase a ticket will get more individual attention. You can tell them that once you reach your magic number of attendees, you will close the doors even if they are the very next person that tries to order. By keeping the numbers a secret, they won't know for sure how close you are to selling out the event and they may not want to wait around to order.

363. The "Team Of Experts" Strategy

The "I've assembled a group of first class (niche) experts to help you..." strategy tells your prospects that not just one expert will help them reach their goal but many will. You could divide up your price by the number of experts that are included in contributing to your product so it seems like a cheaper price. For example, That only amounts to \$30 per expert! It's way less money than just one of these experts usually make!

364. The "What Is Important?" Strategy

The "what do you think is most important about (topic)? Check the ones that apply..." strategy tells your prospects to select all the things that matter to them about gaining their desire benefit. It also makes them physically and mentally committed to your offer. Even after they are, you could say, „It's not really any of them - here's what's important and why.“ Of course, your product needs to be represented as the thing that will give them all the important issues.

365. The "Donate After Purchase" Strategy

The "contribute your own bonus for free publicity..." strategy tells your prospects that if they purchase your product, you'll allow them to donate a bonus gift to your product package. You can tell them they will get free advertising and they can allow people to go to their web site.

366. The "Stuck Up" Strategy

The "did you know I'm (your products benefit) than you, see I'm just more (a positive quality)..." strategy tells your prospects that you are a little rude, stuck up and a brat but you've likely got their attention because most businesses don't present themselves that way. You can follow up by saying something like: „You may not like me but you should like my product because it will help you achieve those same results.“

367. The "Certification Card" Strategy

The "you'll never have to survive without our certified advice..." strategy tells your prospects that they will always have a certified person to help them with any product questions they have. When your phone or e-mail support people are certified experts that usually means you personally trained them and it makes people think they will always have an expert by their side.

368. The "Lost In The Mail" Strategy

The "don't take a risk of it being lost in the mail..." strategy tells your prospects that they can receive your product via e-mail or by downloading it. This type of statement shows them how much better a digital product can be and this especially helps persuade newbie computer users who are sometimes leery of purchasing a digital product. You can also mention that your download files have been virus checked with the specific virus software you use.

369. The "Older Is Better" Strategy

The "you will get a time-tested way to (your product's benefit)..." strategy tells your prospects that your product is based on classic, proven strategies to help them reach their ultimate goal. You could also use words like: oldest, treasured, old-fashioned, etc. Many people think that the old ways of doing things work better.

370. The "Use Of Force" Strategy

The "we forcefully made them spill their guts..." strategy tells your prospects that you made some experts give you some information against their will that will help them improve their life. It could now be in the form of an e-book, audio or video. You could use sayings like: we locked them in a room, held a gun to their heads, bribed them, blackmailed them, tortured them, tied them up, hung them from the ceiling, forcefully interrogated them, etc. All those types of saying would grab your prospects' attention because (some are illegal actions of course) they are rarely used when trying to sell a product. Of course you need tell them that no-one was really hurt or harmed and your ad was presented figuratively.

371. The "They All Made Mistakes" Strategy

The "you will learn from their mistakes and disasters..." strategy tells your prospects that you got a bunch of experts together and asked them about the big mistakes they made while trying to reach their goals. This would work well if it's an information product. People are very interested in other people's failures for two reasons - they don't want it to happen to them and it will make them feel better and braver knowing they reached their goal, even though they made some mistakes.

372. The "Helped Them All" Strategy

The "this web site has helped (no.) (your product's benefit)..." strategy tells your prospects that they could be one of those people if they purchase your product. Tell them to imagine what they could be doing right if they were already one of those people. Tell them you know one thing for sure - they wouldn't be reading this ad right now. It could also be the number of people who visited your web site and read your helpful content.

373. The "Pay Attention" Strategy

The "when you click over to our web site pay close attention to..." strategy tells your prospects in your ad that you want them to really concentrate on a certain part of your sales letter. It needs to be a section that has one of the strongest buying motivators on your page. It could be pay close attention to my headline, guarantee, bonus #2, the first three lines of text, the second testimonial, etc.

374. The "Under The Sun" Strategy

The "have you tried everything under the sun and it didn't work..." strategy tells your prospects that your product is different and it really works. Sometimes it's hard to persuade people that have tried everything to gain their desired benefit because they are broke or very frustrated people. Your goal will be to remove all their risk and change their frustration to hope. A special guarantee or „try before you buy“ will work and a lot of product proof, like testimonials.

375. The "In Your Shoes" Strategy

The "I know what it's like to be in your shoes and so do a lot of others..." strategy tells your prospects that you and many others have had the same problems: ridicule, obstacles, failures, mistakes in their life and yet they still improved their life. That will eliminate the people that always think negatively about gaining their desired benefit and make excuses about having too many hardships.

376. The "Specific Investment" Strategy

The "it's really just an investment..." strategy tells your prospects to think about the cost of your product as an investment. You could be more specific though, like saying they are investing in a specific benefit, a specific feature, better quality, their own life, their family's life, lifetime service, etc.

377. **The "Experts Aren't Wrong" Strategy**

The "more than (no.) top experts have endorsed this product..." strategy tells your prospects that a large number of experts can't be wrong about your product. You can tell them that the experts have even become your affiliates and promoted it, which they rarely do. If true, you can even say some experts didn't even want any commission for the promotion because they think it's that good. Also list some of the top experts' names that your target audience would recognize.

378. **The "Product Goals" Strategy**

The "I had (no.) goals when developing this product..." strategy tells your prospects the exact goals you wanted this product to achieve for your customers. You want the goals to persuade people to buy your product. It could be to make your product: affordable, dependable, easy to understand, durable, quick, etc.

379. **The "Expensive Education" Strategy**

The "it's like getting a college degree for pennies on the dollar..." strategy tells your prospects that you are comparing your product to an expensive education. This would work great with information type products. You could tell them that even the people that have real college degrees don't always get to benefit from them. Your prospects won't have the risk like people that graduated from college do to gain their desired benefit.

380. **The "Low Paying Jobs" Strategy**

The "how an ex-(low paying job) made (\$)..." strategy tells your prospects that even a person that has a low paying job can start their own business with your product and succeed. Some well-known low paying jobs (though not in all instances) are waitresses, grill cooks, busboys, gas station attendants, store cashiers, etc.

381. **The "No Gurus Policy" Strategy**

The "I'm not a guru..." strategy tells your prospects that you are not an expert and don't claim to be one. People are usually more comfortable around people who aren't gurus because they don't feel less than them. You can tell them you weren't talented but you just learned everything you could and worked hard to grow your business. You could tell them you were miserable until you created a product that could help you and others like you. People buy from people who they can relate to.

382. The "I've Been Naughty" Strategy

The "I've been a naughty (boy/girl)..." strategy tells your prospects that you did something bad and may grab their attention if their mind is in the gutter. You can tell them you've been quietly and secretly using a product to gain a benefit that they would want. Tell them you wanted to keep it under wraps so that your competition wouldn't find out about it right away. You can tell them that you are finally going to release it to the general public on a certain date and they will have the first chance to find out about your little secret.

383. The "Physical Rights" Strategy

The "Bonus: resell rights to the physical version of this Product..." strategy tells your prospects that if they buy the digital version of your product they will get the resell rights to the physical version. You could tell them they can sell the physical version for more because it has a higher perceived value.

384. The "Dictionary" Strategy

The "see the definition of (a persuasive word)..." strategy gives your prospects a clear description of a powerful word or two in your sales letter. Sometime by just reading a definition of a "word that sells" will persuade them to buy. It will have more meaning than just highlighting it or making the word bold.

385. The "Guess Who?" Strategy

The "we have a mystery expert..." strategy tells your prospects that you're not revealing a guru's name that is somehow related to your product or presentation. They may have contributed to your product, endorsed your product or helped present (a teleseminar guest) your product. You could use 2 to 3 blanks for their name _____ and then list all their credentials. People will be curious about who the person could be. If they are really famous, you could tell your prospects that they likely have heard of them. If this expert is new on the scene, you could tell them that he/she is brand new to the (your niche) world or they work behind the scenes.

386. The "Jason Lives" Strategy

The "despite what you may have heard, (something related to your product) is not dead..." strategy tells your prospects that your product is still alive and kicking and they have been just hearing untrue rumors. You just need to dispel the gossip and give them proof why a lot of people are wrong about it.

387. **The "Birthday Reminder" Strategy**

The "get your (a friend, a family member, a colleague, etc.) a gift for (a holiday or birthday)..." strategy tells your prospects to be giving on the particular holiday. You can tell them to reflect back to a time when they bought and gave a gift to someone they cared about and tell them to remember how good it felt.

388. **The "How Did You Feel?" Strategy**

The "have you ever missed (a big sale, a valuable opportunity, etc.)?..." strategy tells your prospects to actually mentally answer the question and think back in time. They will likely feel it felt bad and how it affected their life negatively. Now, when you present your special product offer, they will think twice about passing it up.

389. **The "Perfect Timing" Strategy**

The "(a year, a month, a day or a full date) is the best time to (your product's benefit)..." strategy tells your prospects to read more and see why it's the perfect time to gain their desired benefit. It could be because you're having a sale right now, you just released a new and improved version of your product, your offer of a free trial, you're offering an easy payment plan, etc.

390. **The "Don't Be Scared" Strategy**

The "stop being afraid and live the kind of life you deserve..." strategy tells your prospects that fear is holding them back from improving their life, solving their problems and reaching their goals. You can tell them it's natural to be afraid of failing but not to let that stop them. You can tell them even you were scared at first but taking that risk really paid off.

391. **The "Automatic Transmission" Strategy**

The "it's time you put your (a subject related to your product) on autopilot..." strategy tells your prospects they need to quit trying to gain their desired benefit manually. You can tell them that it's hard work, takes up more of their free time or more expensive in the long run. You could use phrases like: it will work by itself, never mess with it again, etc.

392. **The "Reverse Psychology" Strategy**

The "if you want to buy this product because it (your product's benefits/features), don't..." strategy tells your prospects one of your benefits but with a little dose of child psychology. It gives you a chance to repeat one of your stronger product benefits and makes them want to buy it because you told them not to. People don't like to be told what they can and cannot do.

393. **The "Freebies Aren't Junk" Strategy**

The "my free (type of product) will (the freebie's benefit) or I will give you a \$ (reward)..." strategy tells your prospects that your free product will help them and if not, they will get something else too. You could allow them to give away the freebie so more people will see your product ad inside the free product.

394. **The "Click It Again" Strategy**

The "if it doesn't work, please click on the order button again..." strategy tells your prospects that you are experiencing an extremely high amount of traffic and it might take a little extra time or more steps to order. You can tell them just to be patient. They will assume tons of people want your product and they won't want to miss out either.

395. **The "Take One Path" Strategy**

The "are you confused?..." strategy tells your prospects that the reason they may not have improved their life yet is because all your competition keep confusing them with tons of different ways or choices of how to gain their desired benefit. You could tell them your product will give them one simple plan to follow without all the indecisiveness.

396. **The "Remember The Special" Strategy**

The "remember, there is a special offer on my thank you page...." strategy tells your prospects to be on the lookout for the upsell offer after they order. You could give them a hint about your upsell offer so it sparks a lot of interest and anticipation. It will be one of the first things they look for after they order.

397. **The "I'll Do It Tomorrow" Strategy**

The "to be (a positive emotion) tomorrow, take action today ..." strategy tells your prospects that if they purchase your product today they will feel better tomorrow. Some positive emotions you could use are: happy, excited, relaxed, relieved, pain-free, etc. Most people buy products to change their emotions and feelings.

398. **The "One Won't Do It" Strategy**

The "quit searching for that one product you think will solve everything..." strategy tells your prospects that no one product will totally give them their desired benefit. You can tell them a persuasive reason why and that you offer a combination of products so they will fully benefit. You can compare your product package to your competition's inflexible, single product.

399. The "Never Pay Again" Strategy

The "never pay for (type of product) again..." strategy tells your prospects that they won't ever have to spend money on something they purchase regularly. You can tell them that for a one-time purchase or one monthly membership fee you will provide them with a constant, never-ending supply of products.

400. The "It Always Works" Strategy

The "this hasn't failed since it was invented..." strategy tells your prospects that your product is based on another product that has been proven to work ever since it was created. You could say that you just added a new twist to it for the changing times. You could also talk about the system, formula, plan, method, recipe or blueprint on how to gain their desired benefit.

401. The "Buy Just One More" Strategy

The "for it to work we require you to buy (another business product)..." strategy tells your prospects that they won't gain their desired benefit from your product unless they own another product that helps it to work properly. To lessen their extra investment, you could set up a deal with the other business to give your personal customers a discount. The business owner will likely be open to it because he can make more money in the future from new customers he didn't have before.

402. The "Lucky Order Button" Strategy

The "if the order button doesn't work then we've reached our sales goal..." strategy tells your prospects that you are only selling a certain number of products. They will be curious to see if your order button does work. If it works for them, they will feel like they are one of the lucky few, even if they aren't that interested in your product. Clicking onto your order page will seem like scratching off a lottery ticket and may be enough action to get them in a buying mood.

403. The "Know Everything Yet?" Strategy

The "you'll learn something new, I'll guarantee it..." strategy tells your prospects that if they don't learn anything new and beneficial from your information product, you'll refund their money. Most of the people that buy your information product have likely bought many items on the same subject in the past. Sometimes people think that they have run out of new things to learn. Your special guarantee will eliminate their buying defenses.

404. The "Real Time Contest" Strategy

The "check out the current standing on the J.V. contest..." strategy tells your prospects J.V. partners and/or affiliates who are currently making the most affiliate sales and what they will win if they stay at the same position (1st, 2nd, 3rd, etc.). To get the other lower position affiliates working harder, you can tell them that the first place J.V. partner is gloating or making fun of them.

405. The "Countdown Till Liftoff" Strategy

The "5, 4, 3, 2, 1, blast off..." strategy tells your prospects that you are adding a countdown to your product launch. It could be a countdown clock on your pre-launch web site or sending them a series of e-mails like, 24 hours till launch, 12 hours till launch, 1 hour till launch, etc. You could use phrases like: tick tock tick tock, the clock is ticking, the clock is counting down, it's getting closer by the minute, etc.

406. The "Good Old Days" Strategy

The "do you remember the good old days when..." strategy tells your prospects that it was easier and/or cheaper to get their desired benefits in the past. It could be because of new technology, people wanting higher wages, more taxes, etc. You can tell them you designed your product to give them yesterday's benefits with yesterday's prices or today's benefits with yesterday's prices.

407. The "Complete Overhaul" Strategy

The "we just didn't make a few changes, we reconstructed/redesigned it..." strategy tells your prospects that you did a complete overhaul on your product to make it better. It will make the people that already bought it to buy your new version. People sometimes don't buy again just to get a few extra benefits/features, they want it to be almost like a brand new product to invest again.

408. The "It Don't Work Anymore" Strategy

The "(no.)% of what you've learned isn't effective anymore..." strategy tells your prospects that they will have to purchase your product if they want to learn new, effective strategies to gain their desired benefit. The higher the percentage, the more they will be influenced to buy. It could also be learning new tips, methods, formulas, tricks, etc.

409. The "Leave Now" Strategy

The "if you are (a list of negative types of people or attitudes) then leave now..." strategy tells your prospects that if they are one of those types of people, you don't want them purchasing your product. You can tell them you want customers that take action, don't complain, listen to what you say, follow your instructions, etc.

410. **The "Stats Say It Sells" Strategy**

The "check out my product's sales stats..." strategy tells your prospects to see the proof as to why they should purchase the resell rights to your product. You can tell them it's always converted between a certain percent and as high as a certain percent, it's made a best sellers list, it's regularly ranked high at merchant sites, how many in total have been sold, how many testimonials it has, how few refunds you've had, etc.

411. **The "Help My Friend" Strategy**

The "please help my (student, apprentice, pupil, good friend, etc.) become a success..." strategy tells your prospects that you helped one of your students create their own product and it's their first one. You can tell them that you helped them for free. You could give them a persuasive reason why you help them for free, like: they need to pay medical bills, student loans, help one of their family members, etc. Even if you don't earn any commission from their product sales and they become a success, you can J.V. with them in the future. It's like you are planting seeds that will eventually grow into something bigger.

412. **The "This Year's Hit" Strategy**

The "it could be this year's (a name of one of the most popular products from last year in your niche)..." strategy tells your prospects that your product could be as good as one of last year's most popular bestsellers from another business or yours. If most of your prospects bought that product and liked it, they will be highly influenced to buy yours too.

413. **The "Solve The Riddle" Strategy**

The "what's green and grows and doesn't need sunlight or water?..." strategy tells your prospects that you are asking them to solve a riddle. This kind of headline will surely grab their attention because most businesses don't joke around enough. You want the answer to the riddle to be something related to your product and that may persuade them to buy. The answer to the above riddle is...A Money Tree.

414. **The "Theirs Sold Out" Strategy**

The "I have seen similar offers sell out in as little as (no.) (minutes, hours, days, weeks, etc.)..." strategy tells your prospects that your product offer is like other well-known offers in your niche that your customers would recognize that have sold out quickly. They will put two and two together and be less hesitant to procrastinate about purchasing your product.

415. The "Reality Stats" Strategy

The "it's updated in real time..." strategy tells your prospects that something related to your product shows live stats. Most people like reality T.V. and reality stats can be just as good to persuade people to purchase your product or make them take some other action. It could be real time stats about how many people have bought your product, the current results of your affiliate contest, how many people are currently visiting your web site, how many products you have left, your affiliates' visitors to sales results, etc.

416. The "You Get It All" Strategy

The "even during the trial period..." strategy tells your prospects that even though they are on a trial period until they decide to purchase your product, they will have all the benefits, features and add-ons. Many businesses will limit things during their customers' trial period just to give them a taste of their product. Sometimes that isn't enough. You could tell them they'll get your full working product, full customer service, all the bonuses, expert advice, etc.

417. The "Prove Me Wrong" Strategy

The "my (\$) challenge to you..." strategy tells your prospects that they can actually make money investing in your product if they can prove you wrong. You can dare them to find another similar product that has an even lower percentage of the benefits or features that your product offers or you'll give them a check for a certain amount. The check could be a little over what they paid for your product. So it's like they are getting a refund and making a little extra money at the same time too. You better be sure about your product and do some research though or you could stand to lose a lot of money.

418. The "To My Knowledge" Strategy

The "to my knowledge, no other business has ever offered..." strategy tells your prospects that you're almost positive that no other business in your niche has ever given the same offer or product benefit as you. It's a huge world and Internet marketplace so you can never be absolutely sure. It could be that you offer an incontestable guarantee, a larger amount of bonuses, a bigger amount of testimonials, a price as low as yours, etc.

419. The "Disturbing Pics" Strategy

The "warning: this web site may contain pictures that are disturbing to some people..." strategy tells your prospects the only way they can figure out if they are the "some people" is to view them. They will have to decide for themselves. You want the pictures, graphics, artwork, videos or screenshots to be something that will convince them to order. Some persuasive but disturbing visuals could be medical/health-related before and after pictures, what you used to make and what you make now, you smashing up your competition's product, the result of a mistake you made, etc.

420. The "Urgent Action Bonus" Strategy

The "check out your fast action bonus below..." strategy tells your prospects that if they order quick enough, they will get an extra bonus on top of your other bonuses. You could also give them a short, salivating hint about what the bonus will be about too. It will make it more enticing for them to scroll down your page and see all the details about it. That one urgency-creating bonus alone could be the difference between a sale and no thanks.

421. The "Shareware Tip" Strategy

The "this is a shareware tip, tell others about it below..." strategy tells your prospects that they could use your refer-some-friends form to refer other people they know who would be interested in the tip to your web site. But instead of just having them come to a normal web site, you could include the tip and referral system right at the top, in the middle or at the end of your sales letter. Just have the tip relate to your product and sales letter offer.

422. The "Unknown Expert" Strategy

The "the behind the scenes experts finally tell all..." strategy tells your prospects that your product is based on some experts in your particular niche they probably never heard of before that have quietly been gaining the desired benefits they want and these people will finally tell them how they do it their own way. You can tell your prospects that these closely guarded people of mystery have wanted to do things like: remain in the shadows, remain out of the public's eye, stay hidden deep underground, stay out of the spotlight, keep their secrets to themselves, etc. until now.

423. The "Used But Expensive" Strategy

The "one lucky person will win my (a high ticket item that you already own)..." strategy tells your prospects that they could win a used but expensive item that's in your own personal possession. It could be one of your cars, a stereo system, a big screen TV, a house, a piece of land, one of your computers, a piece of furniture, a painting, etc.

424. The "Silent Testers" Strategy

The "(no.) lucky people have been quietly (your product's benefit)..." strategy tells your prospects that you have had a limited number of beta testers or personal contacts that have been using your product to gain the desired benefit they want. You can tell them that since a certain date only so many people have had access to it for testing. You can tell them it's the first time it has been publicly released and only so many are available.

425. The "Personal Envy" Strategy

The "are you tired of seeing everyone else (your product's benefit)..." strategy tells your prospects that they should be jealous or envious of others who are getting the benefits they want. Those emotions and feelings are very strong buying motivators. You can even intensify those feeling by including the question: are you tired of your friends, family members or colleagues benefiting and not you? It makes your product offer a little more personal and hits home in a big way.

426. The "Think Of This?" Strategy

The "after seeing this you will be thinking, why didn't I think of that?..." strategy tells your prospects that your product is so inventive, valuable and simple that it might be something they could have profited from. People will be persuaded to see what your product is about because most of them enjoy those "ah ha" moments in their life. You could tell them they can still benefit from your idea by either purchasing the product or joining your affiliate program and making commissions.

427. The "Timeless Collection" Strategy

The "I spent the last (no.) (months/year) buying these products..." strategy tells your prospects that they won't have to spend all the time and money ordering all these products to benefit. They will see that you've combined them all in one package for one low price. Most likely they would have to be resell type products so you could resell them and package them together (if the license says you can). It's simple and you are saving them time, money and many hours of research.

428. The "Your Last Purchase" Strategy

The "it's the last purchase I'll bet you'll make..." strategy tells your prospects that your product has everything covered to give them every desired benefit related to your own product niche or market. People like to purchase products that give them all the major benefits they seek and all the minor benefits that don't come with all your competition's products.

429. The "Price Hold" Strategy

The "I'm holding this price for you until (date)..." strategy tells your prospects that you care about their budget but you do have to make bigger profits if you want to stay in business. You can even mention your accountant or financial advisor are really hounding you about making the cut-off date discount sooner. People will assume it's your accountant who is money-hungry but that you only care about their financial situation.

430. **The "Focus On This" Strategy**

The "I really need to bold this next statement..." strategy tells your prospects that you are emphasizing a small piece of your sales letter before they actually read it. It will put their focus on the next thing you will present. Just make sure it's a strong statement that makes their mouth water for your product. It could also mean that you are going to highlight the next line, underline the next line, put the next line in quotations, put the next line all in caps, etc.

431. **The "Pay More, Pay Less" Strategy**

The "order all of them for a (high price) or order just 1 of them for (lower price)..." strategy tells your prospects that they could save money (but not much) just ordering one of the products from your related product package. It could be enough to persuade them to order the whole package of products that you offer for a little more money. This equals a little extra profit for you.

432. **The "That's Not All" Strategy**

The "I didn't want to make this sales page (no.) pages long..." strategy tells your prospects that your product has even more benefits and features than what is listed on your sales letter. It will leave them very interested to find out what you may have left out. It creates a mystery which they will want to solve.

433. **The "Written In Blood" Strategy**

The "it's written in blood..." strategy tells your prospects that your product claims are absolute fact. It's commonly known that anything "written in blood" is considered to be the absolute truth. Even if you don't have a whole ton of proof, it will still be powerful because the saying has been branded for years and years.

434. **The "Blue Moon" Strategy**

The "once in a blue moon..." strategy tells your prospects that buying your product is their only opportunity to avoid their current negative feelings. People won't pass up their only chance to improve their life and reach their goals. They will realize they may only live once and may have to wait a long period of time until something as good as your offer comes along again.

435. **The "Just One" Strategy**

The "no extra products needed..." strategy tells your prospects that you have included all the extra equipment or products they may need in order to use your main product. People don't like to go to a ton of different stores or web sites in order to gain their desired benefit from just one single product.

436. **The "Empty Handed" Strategy**

The "wait don't leave without..." strategy tells your prospects not to go away empty-handed. You can remind them they can get one of your freebies that might allow you to sell them something in the future. You could ask them to download your free e-book, read your blog, etc.

437. **The "Ahhh Moment" Strategy**

The "you can't fail..." strategy tells your prospects that if they purchase your product, they will definitely reach their desired goal. You need to give them a detailed reason why they can't fail. You want them to go, "Ahhh! I see you are absolutely correct." You don't want them to think, „Yes, but what if this happens.“

438. **The "It Works Naturally" Strategy**

The "no artificial ingredients..." strategy tells your prospects that your product is made with 100% natural materials. It's very rare these days to find all natural products. People consider anything that is rare to be more valuable. If you can claim your product is all natural, it will skyrocket its perceived value and you can charge a higher price.

439. **The "Bankrupt" Strategy**

The "you won't have to go into deep debt over this..." strategy tells your prospects that they will be able to afford your product. Many people don't want to buy products that could lead them to bankruptcy or get them into financial strife. They will want to be able to afford the other things in life they enjoy.

440. **The "Don't Be Jealous" Strategy**

The "don't get left in the dust..." strategy tells your prospects that they may get left behind in their business/career life or in their personal position. Many people get jealous when others have more money, a better job, drive a nicer car, live in a bigger house, look better, have the latest product, etc.

441. The "Fantasy Or Reality" Strategy

The "you're living in a fantasy world..." strategy tells your prospects that they shouldn't pretend that everything is great in their life or that their problems will get better on their own. Tell them they need to make a conscious change in their life and your product will help them by making it easier for them to do so. Remind them that things will only get worse if they keep ignoring reality.

442. The "Tons Of Resources" Strategy

The "you'll also get a helpful directory..." strategy tells your prospects that one of your bonuses will give them more resources to help gain their desired benefit. It could be a directory of web site links, free blogs, discussion forums, product suppliers, store locations, etc.

443. The "No Extra Work" Strategy

The "no assembly needed..." strategy tells your prospects that they won't have to build your product first before they improve their life. People like to save time, energy, frustrations, headaches, etc., all the things that can be affected when you put something new together. If you can't afford to assemble it for them for free, you can always charge for it and make extra profits.

444. The "Oldie But Goodie" Strategy

The "it's an oldie but goodie..." strategy tells your prospects that your product is a valuable antique. If the product is old, rare and there aren't many of them around any more, the greater the demand will be for it. People will even pay even more for it if it has some kind of historic value or a serial number on it.

445. The "Unmarked Box" Strategy

The "no one will know what you ordered..." strategy tells your prospects that you will ship them their product in a plain wrapper. People sometimes purchase certain products that they want to keep private and don't want others to know about. It could be personal items or presents for other people.

446. The "Direct Shipment" Strategy

The "we will ship it directly to them..." strategy tells your prospects that if they order a gift for someone, you'll ship it directly to their address without them ever having to do it. It saves people time and a trip to the post office. You could even wrap it for them for free or a fee. If the product takes batteries, you put them in the package too.

447. The "Dropship It" Strategy

The "we will dropship it for you..." strategy tells your prospects that if they sell your product, all they will have to do is advertise it and collect the money. They'll just have to pay you for the wholesale product and tell you where to ship it. You'll get more people selling your product for you if they only pay you when they get an order instead of investing in a bunch of your products upfront and shipping it themselves.

448. The "Instant Reward" Strategy

The "get instant access to the bonuses..." strategy tells your prospects that they may not get instant access to your main product (because it has to be shipped) but they can have access to the bonuses. It will give them an instant reward for ordering your physical product instead of just paying and leaving the web site empty-handed. Some good ideas for digital products are related e-books, software, e-reports, etc.

449. The "Be Different" Strategy

The "don't be like most people..." strategy tells your prospects that your product will make them unique. It could be that they will experience a different product benefit, have a rare product feature, pay a lesser price, etc. You will need to separate your products from the norm and make your prospects feel like they are one of the lucky few.

450. The "Divide The Profits" Strategy

The "I'm dividing up (no.)% of the sales between my top (no.) producing affiliates for the first (no.) week(s)/month(s)..." strategy tells your prospects that if they join your affiliate program, they could make even more commissions if they are one of your top selling affiliates. They will realize that the more products they sell in the particular time frame the more bonus money/prizes they will get. You could give the top affiliates other perks like advertising their product, the first chance to promote your next product before you or anyone else does, etc.

451. The "Error Proof" Strategy

The "I promise, you won't screw up..." strategy tells your prospects that they won't make an error trying to improve their situation with your product. Many people in the past haven't received a benefit from a product because they made mistakes using it, putting it together, not reading the instructions properly, etc.

452. **The "Design It Yourself" Strategy**

The "design it yourself..." strategy tells your prospects that they can personally choose how they want their product to look or work before it's delivered to them. It's like offering a made-to-order product (just compare it to ordering a pizza). You could allow them to pick the colors, width, height, weight, speed, add-on products, ingredients, topping, etc.

453. **The "Ongoing Benefits" Strategy**

The "make reoccurring income..." strategy tells your prospects that your product is sold on a monthly, quarterly or yearly basis and they can earn income selling it to others. Many people prefer that to making one-time sales. It could be a network marketing program, a 2-tier affiliate program, a magazine subscription, a product of the month club, a subscription web site, etc.

454. **The "It's Perfect" Strategy**

The "it's in perfect condition..." strategy tells your prospects that your antique or auction product is in mint condition, even though it's been used, is old or out of the package. You could even show pictures of it at every angle or in a video for indubitable proof. Plus, you could tell them the history of the product, like: how many people have owned it, where it's been stored, how it's been taken care of, etc.

455. **The "Intelligent Choice" Strategy**

The "it's the logical choice..." strategy tells your prospects they should focus on the proven facts on your sales letter and not let their feelings get involved. You should only use this if more than 90% of your ad is packed with proof and facts. It's tough to sell logic over emotion unless you have a lot of ammunition.

456. **The "A Step Ahead" Strategy**

The "be a level above the rest..." strategy tells your prospects that if they buy your product, they are going to be two steps ahead of their competition. Their competition could be a co-worker, their next door neighbor, another college student, their strongest business challenger, etc. Most people seek fair or unfair advantages that will allow them to ultimately win their particular competition.

457. **The "Copy My Blueprint" Strategy**

The "just follow my simple blueprint to (your product's benefit)..." strategy tells your prospects that you will give them your personal system for reaching their intended goal. You can tell them that it is very unique and you discovered it by mistake. People will assume that nobody else offers your particular method.

458. **The "Expansion" Strategy**

The "it's been expanded..." strategy tells your prospects that your product has been made larger. People like to purchase or repurchase products that are big because most people believe bigger is better and they'll get more for their money. It could be more information, a longer height or width, a heavy weight, more benefits, extra features, etc.

459. **The "In Short Supply" Strategy**

The "our supplier is in short supply..." strategy tells your prospects that you are selling a limited number of your products because your supplier is only producing so many at a time. It doesn't sound like you are trying to create urgency on your own just to increase your sales. You could tell them it's because the supplier is retiring the product, can't keep up with demand, etc.

460. **The "Surprise Treat" Strategy**

The "there will be a pleasant surprise for you too..." strategy tells your prospects that if they buy your product, they will get some kind of hidden treat. They will be extra interested if you leave it at that and don't give them any kind of hint. You could say that your current customers are raving about it though. It could be access to your affiliate program, a very valuable bonus, an unbelievably priced one-time offer, etc.

461. **The "Features Sell" Strategy**

The "it has exclusive features..." strategy tells your prospects that your product has special features that your competition can't offer. You need to prove to them that these particular features will give them extra benefits that your competition can't offer. It could be stronger but lighter material, better technology but less expensive, etc.

462. **The "Scary Story" Strategy**

The "listen to this scary story..." strategy tells your prospects that they could be frightened if they read your sales letter. Many people crave to be scared in a not-so-serious way. Why do you think scary movies, books and haunted houses are so popular? They will actually be fulfilling a feeling that they don't get every day in their normal (sometimes boring) life. They are always looking for some scary excitement.

463. **The "No Confusion" Strategy**

The "never buy an unorganized (your type of product) again..." strategy tells your prospects that your business or product is very organized. People don't want to buy a product or product package that could confuse them in some way. They are purchasing your product to solve a problem so why would they want to create another potential problem.

464. The "Get Everything At Once" Strategy

This "I've collected them all for you..." strategy tells your prospects that you are offering a group of products that they would normally buy one at a time. You will be saving your customers time and money by bundling them together and can offer a lower total price if they were to purchase them separately.

465. The "Legal Eagle" Strategy

The "it's not illegal either..." strategy tells your prospects that your product, service or opportunity is perfectly legal. Your prospects will want to stay within the law and not risk having any more problems in their life. If your product sounds too good to be legal, you should offer some strong proof as to why it's not illegal or people may not buy it.

466. The "Make An Offer" Strategy

The "make an offer..." strategy tells your prospects that they can present a price to you that they feel is fair. Once you have their offer then you can accept it or negotiate a higher price. Also, you could take away an element of the product or product package so they can still buy it at a lower price than you would normally agree to. This way you can hit everyone's individual price range for their own particular financial situation.

467. The "We've Won" Strategy

The "we've won a contest..." strategy tells your prospects that your product or business won something that may persuade them to buy. You could tell them you beat out many of your competitors. It could be for product durability, performance, speed, customer service, sales, quality, price, etc.

468. The "Avoid At All Costs" Strategy

The "now you can avoid..." strategy tells your prospects that if they buy your product, they will be able to stay away from a potential problem or emotion. If you can prove your product will protect them from a certain situation, they will feel safer and purchase your product. You could even give them a glimpse into the future of what could happen if they don't own your product.

469. The "Everything's Included" Strategy

The "it contains all the elements you need..." strategy tells your prospects that your product contains everything they need to reach their intended goal. If they have bought a similar product in the past that didn't come with everything they needed and they never gained their desired benefit, they will be very influenced to buy your product. It will trigger the feeling they had before and they won't want to feel that way again.

470. The "Prove Them Wrong" Strategy

The "have the last word and prove them wrong..." strategy tells your prospects that in the past, family members or friends have told them that they'll never gain their desired benefit. You can tell them that with your product they'll be able to finally shut them up or leave them speechless. Tell them to imagine those people's jaws hitting the floor when they see your results.

471. The "Nothing Else To Buy" Strategy

The "there is nothing extra to buy..." strategy tells your prospects that if they purchase your product, it will be the last money they spend to get their particular full benefit. You can tell them you won't sell them any upsell or backend products or upgrade any products so that they get your full benefits because they will already have it.

472. The "They've Sold A Lot" Strategy

The "they sold (no.) copies..." strategy tells your prospects that your affiliates have sold a high number of copies of your product already. If people see that a lot of people have already bought it and the product sells well, they may want to become an affiliate too. And if you tell them that only few affiliates have reached that goal then it will tell them they won't have much competition either.

473. The "No Fortune Required" Strategy

The "without spending a fortune..." strategy tells your prospects that they can get your product without paying out the ear for it. It helps to mention that your competitors have a higher price. If you have a higher price than your competitors, you could offer a payment system or justify the higher price.

474. The "We Care" Strategy

The "it's safe for the environment..." strategy tells your prospects that your product won't harm their environment. People will want to make sure their current friends and family members are safe for generations to come. If your competitors aren't concerned about being environmentally safe then you could make your prospects feel guilty if they are already using their products or persuade them to avoid buying their products in the future.

475. The "All For One" Strategy

The "grab all my products for one price..." strategy tells your prospects that you are running a special where they can get all your products that you usually sell separately for one low price. You can tell them that even if they already own a few of them it's a good deal or that you will give them an even bigger discount.

476. **The "Squeeze It Out?" Strategy**

The "could you possibly squeeze in a promotion today..." strategy tells your prospects that you need help promoting your product without much notice. Your reason could be that you're trying to help either yourself or someone else to raise money for some financial or personal reasons. Many marketers will help if it's a just cause.

477. **The "Free Endorsements" Strategy**

The "the free newsletter has helped me (your newsletter's benefit)..." strategy tells your prospects that you have testimonials for your free newsletter. Many marketers don't take the time or effort to publish or collect testimonials for their free newsletters. It can really persuade people to read it because they will want the same results.

478. **The "Million Times" Strategy**

The "you've heard it a million times..." strategy gives your prospects something like a quote or statement that they have likely heard a lot during their life that is true. You want the statement to support your product offer. These types of lines are already branded and will help convince people to purchase your product because they know you are right.

479. **The "It's Not 100%" Strategy**

The "FACT: if you're (gaining their desired benefit) without our product..." strategy tells your prospects even though they are solving their problem with your competition's product, they aren't doing it at 100% effectiveness. You can tell them the lower percentage of effectiveness they most likely are getting with your competition's product and the reasons why your product will give them the 100% they deserve.

480. **The "You Or Someone Else" Strategy**

The "either you will (your product's benefit), or someone else will..." strategy tells your prospects that even though they may not purchase your product, someone else will. You are presenting an attitude by showing them you don't care if they buy or not, you'll still make money. Sometimes not pressuring them and having a carefree attitude will persuade them to buy.

481. **The "Guess Work" Strategy**

The "take the guesswork out of (your product's benefit)..." strategy tells your prospects if they purchase your product, they won't have to go through a lot of trial and error and inconsistencies trying to reach their intended goal. You can tell them it will save them time, frustration, headaches and even money in the long run so that they can start enjoying life.

482. The "Kick-Start Offer" Strategy

The "here is a kick-start summary of this offer..." strategy gives your prospects a condensed version of your sales letter right at the top of your web page. You could place it in a highlighted box and include a short list of 4 to 6 strong, one line selling points. For example: Here is the major benefit: ... Here is the proof: ... Here is the guarantee: ... Here is the top bonus: ... Here is the low price: ... etc. People will be able to take in your whole offer much quicker and if they like it, they will read more of your sales letter for more details.

483. The "All Wrong" Strategy

The "(expert's name), (expert's name), (expert's name) can't all be wrong..." strategy gives your prospects a list of reputable gurus or famous people who they would recognize that own your product. Since your prospects trust and respect them, they will assume your product really works, especially if you have permission to use their names on your sales letter.

484. The "Yours Forever" Strategy

The "nobody will ever be able to take it away from you..." strategy tells your prospects that once they gain their desired benefit with your product, they will have it forever. People won't be able to steal it away from them, it's permanent. It will make your offer seem like a good long-term investment with lifetime rewards.

485. The "Times And Counting" Strategy

The "my free e-book has been downloaded (no.) times and counting..." strategy tells your prospects that your freebie is very popular. It will persuade them to see what all the fuss is about. You could require them to opt-in and have an O.T.O. for another product you sell. You could also do this with free reports, software, articles, courses, etc.

486. The "Trust Me?" Strategy

The "will you trust me for a measly \$(no.)..." strategy tells your prospects that your product is priced really low so why not take the chance and trust your product claims. You could even dare them to trust you and if you lose, you refund their money and allow them to keep your product and all the bonuses. You can tell them that it's really a no-brainer because they will get your whole offer for free if you are lying.

487. **The "What You're Missing" Strategy**

The "here is what you will be missing in the free version..." strategy tells your prospects exactly all the benefits and features they will miss with the free version of your product. It could be missing chapters, missing speed levels, missing add-on attachments, missing software features, etc. You could even use a side-by-side comparison of the free and paid versions.

488. **The "Bad Days, Good Days" Strategy**

The "those frustrating days are over for me..." strategy tells your prospects that your product changed bad days into good days. One of the most common things people blame their frustration on is having a bad day. "I just had a bad day." You could tell them what your bad days were like and then tell them what your good days are like now in story format.

489. **The "Real Money" Strategy**

The "the real money is in selling your own product..." strategy tells your prospects that selling someone else's product for commission isn't as profitable as selling their own product. You can tell them you will offer the full resell rights or private label resell rights to your product and they can keep 100% of the profits. You can tell them that it's the closest thing to owning their own product without all the work.

490. **The "Common Question" Strategy**

The "of the more than (no.) questions I've answered since (year), the most common is..." strategy tells your prospects that you've helped a lot of people and a question that they have likely had about gaining their desired benefit. The answer to the question should be something that will persuade them to purchase your product.

491. **The "Injury Warning" Strategy**

The "injury warning - don't fall out of your chair laughing when you read this..." strategy tells your prospects that what you are about to tell them is off-the-wall or hilarious. Sometimes when people chuckle hard, they do tend to fall backwards when they are sitting down. Anyway, it could be something funny about your competition or something you did that will influence them to read your sales letter and buy.

492. **The "Proof Positive" Strategy**

The "this is proof we are honest, credible and professional..." strategy tells your prospects that you have joined a third party business monitoring organization. These types of services usually give you a little graphic which you put on your web site to show that you are a confirmed member. People will assume you won't try to scam them or use bad business practices when you are a part of these organizations.

493. **The "Required Reading" Strategy**

The "it's the required reading of many (types of educational/training businesses)..." strategy tells your prospects that your information product is bought by businesses that educate and train others in your specific niche. It could be colleges, job trainers, coaches, universities, home schooling programs, etc. People will assume it must be good if those organizations use it so it'll be good for them too.

494. **The "Viral Language" Strategy**

The "it's been published in (no.) languages..." strategy tells your prospects that your information product is popular in many other countries. If it's true, you could tell them that your product has been on the other countries' best seller lists. People will want to see why it's so popular all over the world.

495. **The "Alternative Options" Strategy**

The "if you want to pay via an alternative method, e-mail me to discuss options..." strategy tells your prospects even though you may not have all the methods of payment listed, it doesn't mean you are not open to accepting another form of payment. You should have all the popular methods listed though. The few requests you get for other options could really add up in a year's time and help your bottom line.

496. **The "Share It" Strategy**

The "I'm getting ready to purchase a \$(no.) advertising promotion and want someone to share the cost..." strategy tells your prospects they can split the high advertising cost with you and they can advertise their own product, your product as an affiliate/MLMer or someone else's product. You can just use a rotating ad or place both your ads on the same web page. It could be pay per click ads, banner ads, search engine ads, etc.

497. **The "First Time" Strategy**

The "it's the first time this best seller has been available on the Internet..." strategy tells your prospects if they never had the chance to see it or purchase it offline, now they do. If it's a best seller then it may be more tempting for them to invest in it. If it's something you can convert to a digital product, then you could actually afford to charge less for it (mention that too).

498. **The "End Result" Strategy**

The "I've used this system to buy a new house..." strategy tells your prospects the end result of your money-making type of product instead of how much money they can make. People mainly don't want money - it's the physical and emotional things money will give them. It could be that they want to be happy, drive a sports car, feel secure, buy a luxury boat, etc.

499. The "Extra Product" Strategy

The "I'll give you a (another product) in case you don't have one yet..." strategy tells your prospects they can still order your main product if they don't have another product that is required to go along with it. You could give the extra product to them for free or at a significant discount.

500. The "You Test It" Strategy

The "I need (no.) product testers..." strategy tells your prospects you need test subjects so you can show everyone else that, without a doubt, your product really works. You could say you're assembling a special test, beta or focus group and they will get your full personal support. You can tell them they do have to purchase your product so you know they are serious but once they hand you their success story for publishing, you will issue them a full or partial refund. You could base the refund on how long the success story is that they write for you.

501. The "Private Sale" Strategy

The "it's sold out privately in (no.) (hours/days)..." strategy tells your prospects that it's the first time you released your product to the general public and it sold out to a select group of people even before you released it. It could have been your high priced consulting clients, a closed door seminar audience, your current paying customers, members of your paid subscription web site, etc.

502. The "Riddle" Strategy

The "what do (an expert's name), (an expert's name), (an expert's name) all have in common? ..." strategy tells your prospects you are presenting them with a riddle and you can answer it by telling them that all those well-known, respected people have purchased your product. You could also use well-known business names. Your prospects may buy to have something in common with those credible experts.

503. The "Sizzles Out?" Strategy

The "this isn't just a fad..." strategy tells your prospects that your new product will be popular for a long time. Many people think that when hyped-up, buzz-worthy products are released, they will be one of those trends that just sizzle out. You could use something like credible statistics or test results that will prove that your product will stand the test of time.

504. The "Secret Squeeze" Strategy

The "I squeezed every secret out of them..." strategy tells your prospects that you interviewed some experts in your niche and will reveal what information they gave you. It could be a recorded interview, audio, video or transcript of the all the secrets that will help them gain their desired benefit.

505. The "First To Try" Strategy

The "if you're one of the first (no.) to order, you can try before you buy..." strategy tells your prospects if they are one of the first to purchase, they won't have to give you any up front money for the cost of your product. If it's a physical product, you could ask them just to cover the cost of shipping and handling. You could give them 30-day trial before they are billed.

506. The "Homeless" Strategy

The "I pulled a homeless man with one arm off the street and he (your product's benefit)..." strategy tells your prospects that you selected a person with many obstacles in his life and he still benefited from your advice and/or product. People that have hardly any obstacles will assume they will have even better results with your product.

507. The "150 Proof" Strategy

The "if you don't like it, I'll give you a 150% refund..." strategy tells your prospects that you are going to give them more than their money back if they don't get their desired benefit. The extra 50% could be half the money they paid on top of the 100% refund or they can keep a bonus product that is worth that amount.

508. The "In The Long Run" Strategy

The "if you stayed a paid member for (no.) (months/years) it's still cheaper than (an expensive one-time sale) product..." strategy tells your prospects they will get way more for their money in the long run by joining your membership web site. Their content, benefits and features will grow every month at an affordable price.

509. The "Memory Loss" Strategy

The "if I suddenly lost my memory of (topic) and had to start over again, this would be my first purchase..." strategy tells your prospects that your product, or the affiliate product, is the most effective and easiest to use to gain their desired benefit. This would particularly attract the newbie customers because they would be unfamiliar with it too.

510. The "Order Up" Strategy

The "the price will go up (\$) after every (no.) orders..." strategy tells your prospects that every time a certain number of people buy your product, the price will go up. It will create a real buying frenzy. You could have a cap on the price so the product doesn't go too high after a certain period of time. Once it gets to a certain price, it will stay at that amount forever.

511. The "I'm A Hermit" Strategy

The "my neighbors think I'm a hermit..." strategy tells your prospects that you - or one of your customers (testimonial) - don't leave the house much. People will think your home business related product could allow them to work from home too. The neighbors could also think you're on public assistance, you've retired, you're a drug dealer, you've inherited a lot of money, won the lottery, etc.

512. The "Small But Big" Strategy

The "I just wanted to (small benefit) but instead I (big benefit)..." strategy tells your prospects that a customer bought your product just to get a mediocre benefit but instead they benefited way more than they expected to. For example, "I just wanted to get a B+ but instead I got an A+." People will assume they will benefit with your product way beyond their expectations.

513. The "Request Bonus" Strategy

The "bonus: a (topic) request service..." strategy tells your prospects that when they join your membership site or buy your product, they can request information or other benefits to be placed in the customer area for free. It could be different types of information, products with resell rights, paid products, forum sections, chat rooms, etc. You could even have a price limit on what they can request.

514. The "Hourly Advice" Strategy

The "I have over (no. - high) hours of experience with (product name)..." strategy tells your prospects the total number of hours that you have used yours or someone else's affiliate product. They will assume that with all those hours of experience you definitely know what you are talking about and should take your advice to buy it.

515. The "Promised And Failed" Strategy

The "I promised you I would create a product that (your product's benefit) in (no.) (days/weeks/months) but I failed. Instead I..." strategy tells your prospects that at first you failed to deliver what you promised them but then you take them from depressed to excited by telling them the results are even better. For example, "I promised you I would create a diet program that will help you lose 10 pounds in 4 weeks but I failed. Instead I created one that will help you lose 12 pounds in 2 weeks."

516. The "I'll Beat It" Strategy

The "if you find a better price we will beat it..." strategy tells your prospects that you will sell your product to them for a lower price if they find another similar product for a cheaper price. You could also agree to beat their overall offer by adding more bonuses to your offer, offering a better guarantee, etc.

517. The "Cancel It" Strategy

The "whatever you're doing on (date(s)) (time), you need to cancel it..." strategy tells your prospects that you are going to be having a huge product launch or event that day. It will make them think it's more important than the usual launches. The event could be a seminar, teleseminar, live seminar, workshop, boot camp, etc.

518. The "Time Out" Strategy

The "time out: before you go any further..." strategy tells your prospects to take a break from visiting your web site or reading your sales letter to do another specific task. The time out phrase is really strong because it has been branded in sporting games for eons. You can have them take a time out to get a free e-course or e-book. Once you have them as a prospect, you can always sell them things in the future too.

519. The "Take It With You" Strategy

The "you will get a free DVD of this event..." strategy tells your prospects that if they attend your live seminar, you will record it and give it to them for free. That will help them if they missed out on a portion of it for some reason. You can also make money charging them for the resell rights to it.

520. The "Begging To Promote" Strategy

The "we showed it to a few friends and they are begging us to promote it but there are only (no.) pre-launch spots open..." strategy tells your prospects that your product must be good if people are begging you to promote it. They will want to sign up to be a J.V. partner or affiliate right away so they don't miss their chance.

521. The "Self Education" Strategy

The "do you think a person that has read and studied (no.) books and courses about (topic) can teach you anything?..." strategy tells your prospects that you must really know your stuff if you've done that much research. They will assume you are an expert at being able to teach people to gain their desired benefit.

522. The "Won Many Contests" Strategy

The "I've been a top affiliate reseller for many marketers..." strategy tells your prospects that you are really successful at promoting other people's products. You could even list all the affiliate contests you have won and who they were for. People will assume if they join the affiliate program for your own product, you will give them some of the same tools, strategies and resources they will need in order to become a super affiliate.

523. The "Lucky One" Strategy

The "I'm going to give one lucky (listener, prospect, visitor) \$ (no.) on (date) (time)..." strategy tells your prospects that if they do a specific task during a certain date or period of time then they may randomly win some cash. It could be visit your web site, join your affiliate program, listen to your teleseminar, buy your product, etc.

524. The "Pick Your Risk" Strategy

The "pick the guarantee you want..." strategy tells your prospects that they will have two or more guarantees to choose from. You could offer a "so many days" guarantee or a "1 year to prove it didn't work then double your money back" guarantee. Or you could make up some different ones of your own.

525. The "No Catches" Strategy

The "it's free with no other offers attached..." strategy tells your prospects that they will get a freebie without any offers attached to it. Many marketers who sell to people put something inside their freebie product, like a one time offer after they opt-in, etc. This is fine but sometimes you should give your customers something that just shows them you appreciate them unconditionally. This will help them to be open to your offers both in the future and for a lifetime.

526. The "Easy And Hard" Strategy

The "(your product's benefit) is the easy part, (your product's benefit) is the hard part..." strategy tells your prospects that your product will help them with the easy and hard parts of gaining their desired benefit. For example, losing weight is the easy part, keeping it off is the hard part. People stop trying to help themselves when they don't get the long lasting effects.

527. The "Click And Donate" Strategy

The "(order button) your order will help support (charity)..." strategy tells your prospects that they will be helping you, themselves and people that really need help. If you place the line right before or right after your order button, it will give them that little extra nudge to click the order button.

528. The "Empty The Bank" Strategy

The "I don't want to empty your bank account, I want to help you make money..." strategy tells your prospects they shouldn't put their buying defenses up for your offer. You can offer them a way to make money with your product via an affiliate program or with resell rights to your product. When you tell them that at the top of your sales letter, they will want to read on further to see how they can make money. They may also assume your product is free but you can tell them a few sales or commissions will make up for their investment.

529. The "Collective Experience" Strategy

The "there are more than (no.) years of collective experience that has gone into this product..." strategy tells your prospects the total number of years of experience of all the people that helped bring your product to market. You could add up the years of your experience, your secretaries, your employees, your outsourced people, etc.

530. The "More Is Less" Strategy

The "we offer volume discounts..." strategy tells your prospects they can get a discount on your product if they buy a lot at once. You can also increase the discount if they buy more. Many big businesses, corporations, schools and organizations might want to be able to distribute it to their employees or students. If you allow the reselling of your product, a store may want to buy a large amount to resell to their own customers.

531. The "Big Offer" Strategy

The "get every product on our web site for one low price..." strategy tells your prospects that even though you offer many individual products for sale, you will allow them to buy them all at once at a discount. You could tell them the price of buying them all individually over time (which costs more) then show them the price of buying them all at once (which costs less). Then show the actual amount they will save (so they don't have to subtract it). You could even name your package something like, „The greatest package ever“; „The master of all offers“; etc.

532. The "Past Purchase" Strategy

The "get a discount if you already bought one or more of these products..." strategy tells your prospects that if they already own a product or two from your package deal, they will get a discount on it. Tell them not to try to scam you though - you will look up all the past orders to verify if they really have purchased one of those products before.

533. The "eBook Letter" Strategy

The "grab the free e-book version of this sales letter and give it away..." strategy tells your prospects that you have also published your sales letter in e-book format and added information to it. You can tell them they can join your affiliate program and rebrand it to earn commissions. You can also allow them to sell the resell or master resell rights to it.

534. The "Tell Your Friends" Strategy

The "tell a friend contest..." strategy tells your prospects that you are offering cash rewards or prizes to the top three people that refer the most visitors to your web site. You could have them tell a friend from right on your page. You could also allow them to insert their affiliate I.D. and earn commissions on the people they refer.

535. The "Product Game" Strategy

The "play the (topic/title) game..." strategy tells your prospects that they can actually play an Internet based game that's related to your product. They will want to play something they're interested in and then while their playing it you could present them with a chance to purchase your product. You could even allow your affiliates to promote your free video game and earn commissions.

536. The "New Law" Strategy

The "is this new policy/law going to affect you?..." strategy tells your prospects about a new policy or law that might change the way they get their desired benefit. You can tell them that your new product has a way around it so it doesn't have to make it a harder task. If you offer this type of product before your competition does or even knows about it, you could make a bundle.

537. The "Repeat Performance" Strategy

The "you're guaranteed to (your product's or services' benefit) or we will do it again at no charge..." strategy tells your prospects they really have nothing to worry about if they don't gain their desired benefit. You'll keep doing whatever needs to be done over and over for free till it's done right.

538. The "Personal Letter" Strategy

The "if you are a (type of person/professional) click here, if you are a (type of person/professional) click here, etc..." strategy tells your prospects that you have different versions of your sales letter for their particular need. It will allow you to effectively target and push your prospects' hot buttons for individual needs.

539. The "Exciting Launch" Strategy

The "I haven't been this excited about a product in (no.) (months/years)..." strategy tells your prospects that you are really psyched up about your product launch or someone else's product that you are selling for commissions. People have likely seen a lot of good products during that time period and will be curious why this one is so much better.

540. The "They Bribe Me" Strategy

The "I have had many insiders offer me big money not to release this product..." strategy tells your prospects that you showed your product to some fellow experts, beta testers or product reviewers and they wanted to keep it off the market because they wanted to keep it for themselves. It also could be that it would hurt their own businesses because it's so good. You could even tell them how much money you have been offered.

541. The "Disappearing Act" Strategy

The "you're going to see this page offer only once and it will disappear in (no.) minutes..." strategy tells your prospects that your special offer will automatically disappear if they don't order it in time. You could also have a real time countdown timer on the page that will show the minutes and seconds counting down. Make sure you tell them that it isn't some marketing ploy – it really will disappear.

542. The "Proof Of Value" Strategy

The "these products are really being sold elsewhere but you'll get them for free when you order (your product's name)..." strategy tells your prospects that your bonus products just aren't a bunch of junky freebies they can get elsewhere. You could even show the price they are selling for elsewhere and the link to the web sites for proof.

543. The "Tag Team" Strategy

The "I partnered with a (type of profession) (professional's name) to create this product..." strategy tells your prospects about the expert you teamed up with to develop your product. You could list the person's bio and professional accomplishments so it will give you both extra credibility. The expert could be a writer, programmer, coder, etc.

544. The "Informative Evidence" Strategy

The "here is some informative information you may need to know before you (your product's benefit)..." strategy tells your prospects that you linked to some articles that will educate them about getting their desired benefit. You want to make sure your sales letter stays up when the article opens on another page. You want the articles to persuade people to purchase your product.

545. The "It Gets Worse" Strategy

The "what if you decide to buy it after you (negative effect/problem)..." strategy tells your prospects that if they decide to purchase your product after their problem gets even worse, they won't get as many benefits from it. You could also mention they will lose money because the price will be going up soon.

546. The "Defy The Truth" Strategy

The "it will disprove time tested strategies that have been around over (no.) years..." strategy tells your prospects that your product or sales letter will defy what they believe to be truth or fact in order to gain their desired benefit. They will be interested in how long proven strategies could possibly be false.

547. The "One Line Excerpt" Strategy

The "here is a quote from (name) magazine..." strategy tells your prospects short one line quotes from popular media sources that will persuade them to purchase your product. Most people don't have the time to read a big excerpt of media proof so it's better to use little tidbits of information that will get the job done in a line or two.

548. The "Multiple Studies" Strategy

The "it's backed by over (no.) case studies..." strategy tells your prospects that you've collected a whole lot of case studies that support your product's claims. You could have some of them come from your customers and third party experts. Case studies are usually more detailed and will show logical results of your product's benefit.

549. The "Eye For An Eye" Strategy

The "this product was created by a (type of professional) for a (type of professional)..." strategy tells your prospects that your product, or an affiliate product that you are promoting, was created by a person who has the same profession as them. They will assume you totally understand their needs and wants because you have the same occupation.

550. The "Feel It Yet?" Strategy

The "how would it feel to miss a product purchase that could (your product's benefit)?..." strategy tells your prospects to mentally answer how they would feel if they skipped out on buying your product. People will think about what those emotions would feel like and know the only way to avoid them would be to purchase your product.

551. The "Bonus Upsell" Strategy

The "buy one product and get (no.) bonuses, buy two products and get (no.) bonuses, etc..." strategy tells your prospects the more products they purchase from you, the more bonus products they will get. You could even list the retail bonus values for buying one product, two products, etc. Another idea would be to put a time limit on your offer so that they don't procrastinate about buying more than one product.

552. The "Censor The Customers" Strategy

The "on page 35 I learned that XXXXXXXXXXXX..." strategy tells your prospects that you omitted some of the information in the testimonials you received from your customers because they revealed too much about your product. This will make your prospects even more curious about your product. You could even cross out things in the testimonials on purpose and tell them the whole testimonial will be revealed after they purchase your product.

553. The "Expiration Date" Strategy

The "this joint venture offer will expire (date) (time)..." strategy tells your prospects that if they want to promote your product, they had better sign up soon to be a joint venture partner. You could even have a live countdown counter on your web site. For example, "Your opportunity ends in: 05 Days, 10 Hours, 20 Minutes, 14 Seconds."

554. The "Urgent Gift" Strategy

The "bonus (no.) is only available till (date)..." strategy tells your prospects that one of your bonuses will be removed after a certain date. You want to make sure that it's a bonus most of your prospects would really like to possess or it won't create enough urgency. You should also list the dollar amount of that bonus and tell them it's almost like losing that much money for delaying to order now.

555. The "They Are Lying" Strategy

The "(type of experts) are lying to you..." strategy tells your prospects that some experts in your niche or your competition are lying to them about how to gain their desired benefit. You could tell them why they are lying and how you found out. You could tell them you overheard someone talking at a seminar, one of their former employees told you about it, you came across a secret document which revealed it, etc.

556. The "Giving Clause" Strategy

The "all I ask is that after you make your first (\$),you donate (\$) to charity..." strategy tells your prospects that if they purchase the resell rights, master resell rights or private label rights to your product, they donate some of the money they make to charity. Your prospects will assume that there is a good chance they will make that amount of money if you're bold enough to request they donate some of it to a good cause. You could even use this type of statement for your affiliate program.

557. The "Works While Playing" Strategy

The "it works while you're doing the things you love..." strategy tells your prospects that your product will gain their desired benefit automatically or by itself while they are enjoying life. You could say - it works while you watch T.V., it works while you are on vacation, it works while you sleep, etc.

558. The "Future Coupon" Strategy

The "bonus: \$(no.) coupon on any future purchase..." strategy tells your prospects that one of your bonuses is a coupon they can use for future purchases from you or from other businesses that you have set up deals with. It's like they are getting paid back if it's for the same amount they are going to pay for your current product. Maybe it can be a bonus for buying through your affiliate link too.

559. The "Full Of Facts" Strategy

The "1# Fact: (content); 2# Fact: (content); 3# Fact (content); etc..." strategy gives your prospects a list of 3 to 8 facts on your sales letter that will persuade them to order your product. Facts usually contain a lot of numbers and percentages from reputable sources and because of that, they will persuade the logical part of your prospect's brain to buy.

560. The "Choose Your Income" Strategy

The "make commissions on (no.) different products..." strategy tells your prospects that you offer a wide variety of products to promote through your affiliate program. People like to pick and choose products and prices they know their list will like. You could even offer one simple link they could use to promote all the products at once.

561. The "Your Own Staff" Strategy

The "it's like having your very own (topic) department..." strategy tells your prospects that if they purchase your product or services, it will be like having many professionals standing by to help and support them. It could be technical advisors, copywriters, customer service representatives, consultants, experts, etc.

562. The "Skip And Benefit" Strategy

The "skip just one (something they like that takes time) and you could..." strategy tells your prospects that your product can help them gain their desired benefit in a certain amount of time. It could be that they skip listening to one CD, watching one half of a T.V. show (that's a rerun anyway), surfing on the net for 1 hour, etc.

563. The "Stupid Excuses" Strategy

The "(no.) stupid excuses for not ordering..." strategy tells your prospects some dumb or unintelligent excuses you've heard about why people don't order. You could even ask people why they don't order on an exit pop up when they leave your web site. It could be because they don't have the time (well, make time to improve your life), they want to wait till your price goes down (I have an easy payment plan or charge it), etc.

564. The "Media Outbreak" Strategy

The "if you turned on the television, read a newspaper or magazine lately then you know that..." strategy tells your prospects that you are relating your product to a news story that's been all over the media lately. Depending on your product, you could persuade them to buy by relating your product to news stories, to technology news, to people being obese, to the bad economy, to new laws the government is trying to pass, etc.

565. The "Why Spend Money?" Strategy

The "you can spend your money on product after product or get mine for free..." strategy tells your prospects that you are offering a free product that will give them the same benefits as all those similar paid products out there combined. You can tell them you are giving it away for free because you want to help as many people as you can and you have a one time offer that you can make money on if they decided to purchase it.

566. The "I Was Too Late" Strategy

The "don't do what I did and wait to (your product's benefit)..." strategy tells your prospects that you made the mistake of waiting too long to purchase the affiliate product that you are promoting. You can tell them that by waiting so long, it negatively affected you emotionally, physically, financially, relationship-wise, etc.

567. The "Omitted Pitch" Strategy

The "why didn't I put a (part of your sales letter) here?..." strategy tells your prospects why you didn't include a commonly known piece of your sales letter in the spot where it usually belongs. You want the reason to be something that will influence them to order. It could be - Why didn't I put a testimonial here? (it's reserved for you); Why didn't I put the price here? (because in a way it's free); Why didn't I put a headline here? (I figured not placing one here would grab your attention more, did it?).

568. The "Multiple Brands" Strategy

The "rebrand my free e-book and you'll have (no.) ways to make commissions..." strategy tells your prospects that you offer many products in your free e-book that they can brand with their affiliate link. It could be all your products or someone else's products which you can make 2 tier or MLM commissions on if they sign up under your affiliate link.

569. The "Doomed To Fail" Strategy

The "most (your product's type) are doomed to fail..." strategy tells your prospects that most of your competition's products will eventually fail to give them their desired benefit. You will need to give them some kind of proof why yours will never fail. Maybe you could get a testimonial from one or more of your customers that have used it successfully for years.

570. The "Benefits Of Life" Strategy

The "it will improve every aspect of your life..." strategy tells your prospects that your product will directly or indirectly improve many parts of their life. It can give them positive emotions and feelings, increase their financial assets, improve their relationships, eliminate stress and worry, help them easily tackle obstacles and problems, etc.

571. The "Reinvestment" Strategy

The "we always reinvest (no.)% of our profits right back in product development..." strategy tells your prospects that a large amount of income goes back into improving the products for your customers. People will see that part of their purchase will be given back to them in the form of new and better products in the future.

572. The "Two Types Of People" Strategy

The "there are two types of people, one that does anything to improve their life and one that watches others do it and wonders why they can't..." strategy tells your prospects that if they purchase your product, they will be taking a step towards being the first type of person. People will not want to be the second type because most people get jealous when they see others reaching their goals if they're not doing so.

573. The "It's Not Right" Strategy

The "here are (no.) reasons why my product might not be right for you..." strategy tells your prospects the reasons that will make them not want to be the person your product isn't right for. Some reasons could be that they are lazy, close-minded, unintelligent, afraid of success, delusional, etc.

574. The "Weekly Motivation" Strategy

The "bonus: (daily/weekly) motivational quotes..." strategy tells your prospects that if they purchase your product, you will give them free quotes that will motivate them to gain their desired benefit with your product. You could have them sign up to receive them via autoresponder, text message, etc.

575. The "Two Options" Strategy

The "you have two options, option #1 - hire a (\$ - expensive) (professional) or option #2 - buy (your product name)(\$ - low cost)..." strategy tells your prospects that both options will help them gain their desired benefit but your option will be way cheaper. People like to be able to make decisions for themselves and usually make the smart ones.

576. The "Wait Is On" Strategy

The "once our inventory sells out, you'll have wait a longer time for your product..." strategy tells your prospects that you have only produced so many copies of your product and if they wait too long to order, there will be a shipping delay. They will feel the urgency to order if they want to work on getting their desired benefit right away.

577. The "Dime" Strategy

The "every time someone buys (your product name), the price goes up (penny, nickel, dime, quarter, etc.)..." strategy tells your prospects the sooner they order, the cheaper the price will be for them. You won't make much money on the front-end but you can make most of your money with an upsell or one time offer on the backend. You could even give your affiliates 100% commission on the front-end. Another idea would be to have the price go up every hour.

578. The "5 In 1" Strategy

The "it's like getting (no.) tools in 1..." strategy tells your prospects that your product will have multiple uses and benefits. It would save them the money they'd have to spend buying other products they'd need if they didn't have those extra tools or features. You could even make your price seem lower by dividing the number of tools into the price. For example, it's only (\$) per tool.

579. The "Only One Authorized" Strategy

The "many people are selling it but I am the only person who is authorized to give you a (no.) discount..." strategy tells your prospects that if they don't buy the reseller or affiliate product from you, they will have to pay more to someone else. You could even offer them some personal bonuses that will make your exclusive offer even juicier.

580. The "VIP Party" Strategy

The "bonus: free access to our VIP customer appreciation party..." strategy tells your prospects that if they purchase your product, they will be given access to a live party you're having for your customers. You could tell them there will be door prizes, drinks, food, live entertainment and a few speakers at the party.

581. The "First To \$1 Race" Strategy

The "the first (no.) people that order will get access for (no.) days for only \$1..." strategy tells your prospects that if they act now, they can get a trial or sample of your product for only \$1. If they like what you offer, they will pay your full price. You can even tell them you'll refund their \$1 if they don't like your product.

582. The "Secret And Private" Strategy

The "I can't reveal their names but some well-known experts have even bought it..." strategy tells your prospects that you have to keep your customers' names private for privacy reasons but even people that might know more than you have purchased your product. People will like the fact that you will keep your customers' personal information confidential.

583. The "Refund Countdown" Strategy

The "I've had only (no.) refunds out of (no.) orders..." strategy tells your prospects that most of the people that purchase your product are happy with it. If the refund reasons are directly related to your product's performance, they'll tell your customers about it. For example, one guy really liked my product but needed to ask for a refund because of financial hardship that came up.

584. The "Two Sales Letters" Strategy

The "it's so good, we actually have 2 different sales letters for this product - click here to see the other one..." strategy tells your prospects they can have a choice about which sales letter they want to read. One may persuade them to buy more than the other. It's like you're giving them an option on how they want to be persuaded.

585. The "I Deleted It" Strategy

The "I deleted the sales letter I paid a copywriter (\$) to write..." strategy tells your prospects that you wanted to personally present your product to them rather than paying someone to present it. You can remind them you're not a copywriter so they will let down their buying defense too. You could go on further to say that you wanted to personally tell them a heartwarming story of how you or one of your customers improved their life with your product.

586. The "J.V. Crunch" Strategy

The "we are going to have over (no.) joint venture partners promoting our new product on (date)..." strategy tells your prospects that a lot of people think your product is good enough to promote it to their own prospects or customers. You could even give them a list of names of some of the well-known J.V. partners. People will assume that if all those people like your product, they should try it out as well.

587. The "Inch By Inch" Strategy

The "you will be able to actually see the results in a few (seconds/minutes/hours/days)..." strategy tells your prospects that they will notice your product starting to gain their desired benefit within a certain time frame. You could tell them they will start to see it work little by little, pound by pound, sale by sale, inch by inch, etc.

588. The "Time Frame" Strategy

The "at (time)(date) I bought the product, at (time)(date) I started using it, at (time)(date) I (your product's benefit)..." strategy tells your prospects the actual time frame from the date someone bought your product till the time they benefited from it. People will likely look at their own clock and calculate when they will get their desired benefit if they buy.

589. The "Quick Payback" Strategy

The "only the first (no.) orders will have access to my affiliate program..." strategy tells your prospects if they don't hurry up and order, they will miss out on being able to promote your product for commissions. People will think it's a great way to earn back the money they spent on the product.

590. The "Volume Bonus" Strategy

The "order over (no.) copies and get (bonus or bonus product)..." strategy tells your prospects if they order a certain amount of your product, you will give them a freebie. The bonus could be an extra copy of the product, a discount on their order, free updates for life, an add-on product that will help them store all the products they bought, etc.

591. The "Remember These Words" Strategy

The "remember these words by (a famous person) (their quote)..." strategy tells your prospects that they should relate the purchase of your product to that famous person's quote. The quote should convince them to order your product. The person should be someone your target audience would recognize and think highly of.

592. The "I'm Buying Advertising" Strategy

The "I just paid a ton of money to have my ad go out to (no.) thousand/million people and I only have (no.) copies available..." strategy tells your prospects they better order right away because there will be a ton of people who will see your ad. You could even show them a screenshot of your receipt for the advertising you purchased.

593. The "Buy To Own" Strategy

The "for every product you purchase from me, I'll put that dollar amount towards the purchase of (your high price product)..." strategy tells your prospects if over time they buy a lot of your products or affiliate products, they will eventually get your high priced product for no cost. You will just have to set up a system to keep track of the purchases and dollar amount each one spends.

594. The "Be Like Your Idol" Strategy

The "benefit like (famous person or expert) did..." strategy tells your prospects they can gain their desired benefit just like a person they look up to did if they purchase your product. Tell them they can reach their goals easier if they model themselves after someone who has already improved their life.

595. The "Want To Be Famous?" Strategy

The "how would you like to become (famous/a recognized authority)..." strategy tells your prospects that if they purchase your product, you will offer a way for them to become well-known. You could allow them to publish articles on your web site, become one of your forum moderators, be interviewed for your next information product, speak at your seminar, etc.

596. The "Blue Underlined Text" Strategy

The "please type your user name and password..." strategy tells your prospects that if they click on underlined text links in your ad copy or the member's area link on your web site, they have to enter their information to get access. Many people will click on blue underlined text just to see why it's linked or they could get lucky and get free access to your member's area. Not getting access will tease them and persuade them to buy to see why your product or membership is so protected.

597. The "Question/Answer" Strategy

The "what would you ask these (experts/famous people) if you had the chance?..." strategy tells your prospects that you are going to allow them to ask those experts a question at your live seminar or teleseminar. You could charge for access or give them access for free, then offer them a product at the end of the question/answer period of the event.

598. The "In The Same Light" Strategy

The "he/she is to (subject) what (famous person) is to (subject)..." strategy tells your prospects that you are putting the product owner of the product that you're promoting in the same light as another well-known expert in another unrelated subject. For example, he is to football what John Doe is to rock music.

599. The "Question Letters" Strategy

The "hardly a day goes by that I don't receive letters asking the same basic question..." strategy tells your prospects that you created a product to help your customers based on the letters you've received. People will see that if they become your customer, you will take their advice or questions seriously to help them succeed.

600. The "Light Package" Strategy

The "see the whole package summary..." strategy tells your prospects that they can see a short version of all the products that you offer in your product package. People will usually skip to it to save themselves some time reading. Just mention one of the most powerful benefits of each product in your summary.

601. The "Checked And Verified" Strategy

The "all this information has been double-checked and verified by (type of experts)..." strategy tells your prospects that the information in your product has been thoroughly researched and other experts have put their stamp on it. People will feel more comfortable knowing that it's likely there aren't any errors in the information you sell.

602. The "Buy Or Scratch" Strategy

The "you have two options - buy my product or do it from scratch..." strategy gives your prospects their options for obtaining their desired benefit. You can tell them all the problems they will face if they try to do it themselves from scratch and all the benefits of doing with your product. Most people will pick the easy way out.

603. The "Traveling Sucks" Strategy

The "there is no need for you to make costly travel arrangements..." strategy tells your prospects that they will be able to listen or watch your live event via phone or video feed. You can tell them they don't have to pack their bags, hire a babysitter, buy airline tickets, pay for a hotel, etc. People will like the fact they can enjoy learning how to gain their desired benefit from the comfort of their own home or office.

604. The "Unwanted Product" Strategy

The "buy (an untargeted product) and you'll get (targeted) bonuses..." strategy tells your prospects that you are selling a product or affiliate product that they may not be interested in but you are offering a bunch of bonuses with it that are related to their niche. You can tell them if they don't like or need the main product, they can give it to a friend or family member as a gift.

605. The "O.T.O. Price" Strategy

The "you won't believe the price of the O.T.O. (one time offer)..." strategy tells your prospects to get interested in your O.T.O. offer so they will want to see it. In order to see it, you could have them register or buy a lower priced product first. You could also allow them to earn commissions on your offer by sending people to your web page.

606. The "Side Effects" Strategy

The "proceed at your own risk: you could experience irreversible side effects by reading this..." strategy tells your prospects to read your sales letter because they will be curious about the side effects they may receive. You could even mention some physical side effects they may experience like: chills down their spine, goosebumps, a fever, shaking uncontrollably, etc. Or they could be beneficial side effect like: total freedom, a tidal wave of money, attracting a beautiful woman, etc.

607. The "Injury Risk" Strategy

The "injury risk: you may want to sit down before you read this..." strategy tells your prospects that if they read your sales letter, they could be swept off their feet, fall down or faint. It also tells them you are going to tell them some shocking and mind-boggling information. They will be curious to see how it will affect them reaching their goals.

608. The "Back Door" Strategy

The "discover the back door way to (your product's benefit)..." strategy tells your prospects that your product will allow them to gain their desired benefit with a secret loophole that you found. You can mention you are the only one that knows about it. Usually a "back door way" is a way to do something that is easier, cheaper or faster than normal or usual methods.

609. The "Multiply That Feeling" Strategy

The "have you ever felt really (feeling/emotion)? Well, now you can multiply that feeling by (no.)..." strategy tells your prospects that your product will give them a benefit that will make them feel far better than normal. You could say - Have you ever felt really happy, excited, satisfied, relaxed, etc.

610. The "Technology Class Room" Strategy

The "turn your phone into a (topic) education..." strategy tells your prospects that your information product can turn their technology products into a learning center. For example - Turn your (phone, cell phone, computer, car stereo, DVD player, tape player, CD player, etc.) into a (college, university, school, diploma, degree, education). You just need to convert your information product into a format that will work with one or more of those technologies.

611. The "Aren't Born That Way" Strategy

The "great (type of profession) aren't born, they're taught and trained..." strategy tells your prospects that it's a myth that they have to be born with certain knowledge or skills to gain their desired benefit. Tell them your product will give them everything they need to reach their goal.

612. The "Novice Advantage" Strategy

The "(types of professionals) don't get it for less than (\$), but you will..." strategy tells your prospects they will get a discount on your product because they are your subscriber, are newbies or are on someone else's list which you made a J.V. deal with. You can tell them they will get a lower price than your other clients like: doctors, investors, lawyers, bankers, etc.

613. The "Demonstration" Strategy

The "check out this online video of me using (your product's name)..." strategy tells your prospects to watch you in action using the product you're selling to gain the desired benefit they want. They will get a clear image of how much easier and effective it is to own your product.

614. The "Hand Picked J.V. Partner" Strategy

The "I've handpicked you to be one of my joint venture partners..." strategy tells your prospects that you have been watching and studying them and like their professionalism. You can tell them you've bought their products, subscribed to their newsletter(s), read all their content, etc., so you know all about their skills and knowledge of marketing. It will make them feel special that you think highly of them as a marketer and that you have researched them so thoroughly.

615. The "Spend Quality Time" Strategy

The "if you could spend (no.) (hours, days, weeks, months, years, etc.) with (expert's name), how much would you spend?..." strategy tells your prospects that the product will contain so much information condensed into a format they can learn all in a much faster period of time. You could also offer a full length, uncut version that you could charge more for.

616. The "Traffic Discount" Strategy

The "if you are (an action that helps your business) you'll get it for only (\$)..." strategy tells your prospects they will get your product for a lower price than everyone else if they help your business in some way. It could be if they are a registered member of your forum, an active affiliate, if they give away your viral freebie, link to your web site, etc. You could even give different prices for different actions or a lower price if they are doing two or more of those actions.

617. The "In A Year's Time" Strategy

The "if usually it takes you (no.) (minutes/hours) to (an action/benefit), imagine if you do it (no.) times a year, that's (no.) (days) of work..." strategy tells your prospects that you are adding up the time it takes in a year to gain their desired benefit. Tell them your product will eliminate how much time it takes and how much time it will save for enjoyable stuff.

618. The "Reoccurring Cheap Deal" Strategy

The "the (daily/weekly/monthly) deal..." strategy tells your prospects that each day, week, or month you have a special low price deal for one of your products or resell products. This will allow you to create urgency by telling them the product deal will end on a specific period of time and it will be removed, and a new product deal will be added to your next deal. You could even archive past deals they could see but add a slightly higher price. Another idea would to add an affiliate program so people will promote it every time you change your product deal.

619. The "Better Deal" Strategy

The "(your membership site's name) members already have access to (your product name) with their monthly membership..." strategy tells your prospects that they could purchase your main product or join your paid membership web site and get it for no cost. You could make a monthly income from them instead of just the one sale. It will sound like a better deal or bargain to just join your membership web site.

620. The "Out Bid Everyone" Strategy

The "I'm auctioning off (one of your businesses or resell, master resell or private label rights products) to one person..." strategy tells your prospects they could have their own unsaturated business if they outbid everyone else. You could have a minimum starting bid and a date the auction will end to create urgency, and say how much the business usually makes you per month. You could have a real time system of the auction results on your web site so people can keep track of how much they need to keep bidding to win your auction.

621. The "O.T.O. Special Sale" Strategy

The "my (no.) hour O.T.O. (one time offer) special sale..." strategy tells your prospects that before they were offered your one time offer for a certain price but you decided to lower that price for a certain period of time. If it was just the price or financial hardship that held them back before from buying, they will jump on your O.T.O. this time.

622. The "Sorry, No Bonuses" Strategy

The "sorry, I'm not offering any bonuses..." strategy tells your prospects that you aren't offering any bonuses to your resell, master resell or private label rights product. You can tell them that the rights for making 100% profit from your product is more of a bonus than all those junk bonuses most businesses are offering.

623. The "How Much Effort?" Strategy

The "spending a little money and giving (low number)% effort is better than being cheap and giving 100% effort..." strategy tells your prospects they have a choice about how much effort they want to give to gain their desired benefit. People usually don't want to give much effort these days because they are used to getting everything instantly because of technological advances.

624. The "Job Placement" Strategy

The "we offer a job placement service..." strategy tells your prospects if they purchase your product and learn the skills you are teaching, you have businesses in line to hire them for wage jobs or commission-only type projects. You can tell them you will even get a certification certificate they can present to the businesses you are associated with.

625. The "Past Info Product" Strategy

The "(no.) (months/years) ago I read a (information type product, article, forum posting, etc.) that change my life..." strategy tells your prospects that you based your new product on or got the idea for it from what you read in the past. You can tell them all the positive benefits, feelings, accomplishments, etc., that you've experienced since reading that piece of information and created your own product from it.

626. The "Sound Complicated?" Strategy

The "it might sound complicated but..." strategy tells your prospects that, even with your product, gaining their desired benefit might seem complicated but it's really simple when they think about it. You can tell them it's just a matter of following the directions and taking one step at a time. Tell them you'll offer them 24/7 support in case they need you to take them by the hand and walk or talk them through it.

627. The "Real Time Numbers" Strategy

The "(no.) people are currently visiting my web site and (no.) people have ordered (add a live counter)..." strategy tells your prospects how many people are viewing your offer in real time and a real time running total of how many people that have ordered and are ordering. People will get excited to see all this detailed information and know that they aren't alone.

628. The "What's Mandatory?" Strategy

The "here's what you need to (your product's benefit)..." strategy tells your prospects all the mandatory things most people need in order to gain their desired benefit. You just need to show them that your product offers all those things and your competition doesn't.

629. The "J.V. First With Me" Strategy

The "bonus: you will get my J.V. announcement before everyone else..." strategy tells your prospects if they purchase your product, they will be one of the first to profit in the future from your new product launches. You can also mention they will get to see your new products for free or at a discount before everyone else.

630. The "Want To Advertise?" Strategy

The "bonus: a discount on advertising..." strategy tells your prospects that if they purchase your product, you will give them a discount on buying advertising from you or someone else you made a deal with. It could be for pop-up advertising, banner advertising, forum advertising, etc.

631. The "It Took Forever" Strategy

The "this isn't one of those e-books that was created in (no.) hours..." strategy tells your prospects that your new information product wasn't thrown together in a hurry just to make a quick buck on some new, in demand subject. You can tell them you thoroughly researched the subject and personally wrote it, instead of allowing some ghost writer with the lowest bid to write it.

632. The "Foreign Friendliness" Strategy

The "I've created a different version for all the major countries..." strategy tells your prospects that your product can be used by all people, all over the world. There are many differences between countries on what can and can't be done with products, like laws, beliefs, languages, religions, etc.

633. The "Double Mystery" Strategy

The "there are mystery chapters written by mystery authors and experts..." strategy tells your prospects that your information product has undisclosed information given by undercover experts they will only learn about if they purchase your product. It could be mystery authors, speakers, experts, celebrities, etc., for e-books, speeches, audio recordings, videos, etc.

634. The "Physical Downfalls" Strategy

The "does not (your product's benefit) make your (a negative physical reaction)..." strategy asks your prospects if their knees shake, voices crack, throats lump up, hearts pound, palms sweat, bodies shake or heads ache without owning your product. If they have had those physical reactions in the past, they will want to get rid of them in the future.

635. The "One Opportunity" Strategy

The "if you had just one opportunity to (your product's benefit), would you?..." strategy tells your prospects they will have just one shot to gain their desired benefit. It questions whether they are going to pass up their only chance to improve an aspect of their life or reach their goals.

636. The "Is It A Gamble?" Strategy

The "is it always a gamble that (type of product) works properly?..." strategy asks your prospects if they are tired of buying products from your competition that only work half the time. You could tell them it's like needing to be dealt an ace in a poker game in order to win. You just need to give them solid proof why your product works every time.

637. The "Problem After Problem" Strategy

The "sometimes does it feel like when you buy (a type of product) to solve a problem, it just creates more problems..." strategy tells your prospects that your competition's product is more trouble than it's worth. You can tell them your product won't create all those extra problems. For example, you buy diet pills that have 20 possible side effects to lose weight.

638. The "Define The Name" Strategy

The "(your business or product name) (a definition of each word in the name)..." strategy tells your prospects by definition what your business or product name means. The definition of the words in your business name should help persuade people to buy. For example, if your product name was Secret Marketing Strategies, it would look like secret (the definition) marketing (the definition) strategies (the definition).

639. The "Time Of Year" Strategy

The "did you know our competition raises prices during (a certain time of year)..." strategy tells your prospects that you don't raise your prices to take advantage of the time of year. The times of the year could be winter, summer, spring, fall, Christmas, Halloween, Valentine's Day, etc. Another example, „Did you know our competition charges for batteries? We don't!“ The stuff businesses charge extra for can be gift wrapping, shipping, personalization, etc.

640. The "Do They Benefit?" Strategy

The "most (type of professional or expert) don't know what they are talking about..." strategy tells your prospects that some people give advice or write information about a subject but can't benefit from it themselves. For example, a 400 pound man who writes an e-book about losing weight (unless of course, he was 500 pounds at the beginning). You just need to prove to your prospects that your competition doesn't do what they preach and you do.

641. The "Finders For Free" Strategy

The "I challenge you to find these same tips from any other source and I'll give it to you for free..." strategy tells your prospects that they are going to have to purchase your product in order to see if they can somehow get your product for free. Another idea would be to give them a refund plus a little extra cash and they can still keep your product.

642. **The "Bonus Addition" Strategy**

The "add your own bonus to my product package and get it for free..." strategy tells your prospects if they donate one of their own products to your product package, they will get your product and all the other bonus products that have been added for free. You can also mention they can direct people to their own web site before they give them access to their bonus product.

643. **The "They're Protecting It" Strategy**

The "he/she made me promise I would make you check/sign this non-disclosure agreement before I sold this product to you..." strategy tells your prospects that you are selling someone else's product for commissions or 100% profits and that it is protecting that person's information product. You can tell them that you are making them do it because it's not fair if others or your competition don't have to pay for it like they did.

644. **The "Everyday Experience" Strategy**

The "you could be experiencing this every day..." strategy tells your prospects a detailed short description or story of the positive, easy experiences they will have with your product. For example - you wake up in the morning, you pop a pill, you drink a cup of water and you eat whatever you want all day long without worrying about gaining weight.

645. **The "My Friend's Advice" Strategy**

The "hurry, I've been told by one of my best friends who is a (topic) (an expert) that I should raise the price..." strategy tells your prospects they better hurry up and order because you may eventually be persuaded by your friend to raise your price. Most people realize that people can be easily persuaded by close friends and experts.

646. **The "Extra Per Month" Strategy**

The "the first (no.) people who join will get an extra (no.) (type of product) per month..." strategy tells your prospects that if they are one of the first to sign up to your membership web site, they will get extra products every month for as long as they stay a paid member. It could be extra e-books, articles, reports, etc.

647. **The "Divided Speaker" Strategy**

The "it's like getting (no.) seminars for the price of one..." strategy tells your prospects that you are going to have a lot of speakers at your seminar, but they will only pay for one speaker. It sounds more like a bargain if you add up the total number of speakers at your seminar and let them know what just one of them charges.

648. The "Numbers Don't Lie" Strategy

The "there are (no.) searches for (subject of keyword/key phrase)..." strategy tells your prospects that tons of people want the type of product that you are offering them to sell. You can tell them that those numbers don't lie and how profitable your product is. Tell them it shows people are hungry for your product. You could be offering them a resell rights product, an affiliate product for commissions, an MLM product for commission on many levels, etc.

649. The "Steal Their Success" Strategy

The "you can model, borrow, and outright steal these (no.) success stories to (your product's benefit)..." strategy tells your prospects that you are offering so many examples of people who have had success with your product or who are gaining the desired benefit they want. It could be offered as a bonus for your main product. You could mention that you made a deal with the people in the success stories that you would only offer so many free copies so they don't have too much competition.

650. The "Buy Then Resell" Strategy

The "as a product owner you can get the (resell, master resell, private label) rights for a (no.)% discount..." strategy tells your prospects if they are already an owner of your product or become an owner of your product, they can get the resell rights for less. They will realize that it's cheaper to buy the product then separately buy the rights rather than buying them both at the same time.

651. The "Server Overload" Strategy

The "this is free until we reach our maximum server load..." strategy tells your prospects they better hurry up and purchase your product or you are going to start charging for the bonus that you are currently giving away. Tell them once you have to buy more space, you will start charging for the bonus to offset the costs. It could be that your bonus is a membership web site, an online software product they can use, etc.

652. The "Before I Do" Strategy

The "promote it before I do..." strategy tells your prospects that if they purchase the resell rights to your product or promote it through your affiliate program, they will get to market it before you do. It gives them an advantage to sell your product before you promote it to your own prospects. You'll make money either way.

653. The "Price Story" Strategy

The "here's how I came up with the price..." strategy tells your prospects the process you used to decide on the price of your product. You can tell them you allowed some close friend or colleague to use it and they said to charge a high price. You can tell them you also surveyed your prospects about how much you should charge for it and they chose a high price. You can tell them you are selling it at a lower than suggested price because you wanted to give everyone a chance to buy it but you could change your mind in the future. Your prospects will see the value in your offer because others have told you to charge a high price.

654. The "Benefit's Value" Strategy

The "how to (benefit) (\$ no. - value), 3 ways to (benefit) (\$ no. - value), etc..." strategy tells your prospects that you are giving them the retail value of each benefit that comes with your product. For example, it's like when a business lists the retail value of each bonus in their product package.

655. The "Older And Upgraded" Strategy

The "the (no. - high number)th version is ready..." strategy tells your prospects that your product must really be good if it's still selling after all these upgrades. You can even let them know the date you first released the product or how many years ago it was first introduced.

656. The "Need And Wants" Strategy

The "most (type of business) main priority is to sell as many products as they possibly can..." strategy tells your prospects that your main priority is to serve the needs and wants of your customers. You can tell them you know that loyal, long-term customers are more valuable to any business than just forgetting about them and moving on to new customers. Of course new people will want to become your long-term customers after reading that.

657. The "Hiding Something" Strategy

The "you might be wondering why you don't hear about people that (your product's benefit)..." strategy tells your prospects that those people want to keep their identities and strategies secrets so they will have an unfair advantage over others. You can tell them that your type of product is what they are trying to keep a secret. They will want to purchase it so they too will have an advantage.

658. The "Bonus Evidence" Strategy

The "here are some testimonials for our bonus..." strategy tells your prospects that you offer testimonials for your bonus products. Many businesses don't use testimonials for their bonus products and it will increase the perceived value of them. You could even add longer success stories or case studies about your bonus products.

659. The "First To Know" Strategy

The "get free updates for (no.) (months/years)..." strategy tells your prospects that if there are any changes for what they need to do to gain their desired benefit with your product, they will be the first to know. As you know, in life laws can change, policies can be added or deleted, technology is always going forward, information changes daily, etc.

660. The "Contest Updates" Strategy

The "affiliate update: changes in the contest standings..." strategy tells your prospects that if they promoted your product during your affiliate contest, their position may have changed for the good or bad. It could affect if they get a prize or are chasing a bonus. You could even tease them about others who may be close to them with the number of sales they made or who are getting ready to promote it very heavily so they get more motivated to make more sales for you.

661. The "Learn Something New" Strategy

The "every time I (read, listen to, watch) it I learn something new..." strategy tells your prospects that the affiliate information product you are promoting teaches you how to benefit differently every time you read, listen or watch it. You can also mention you take notes from it, highlight important passages, underline key information, etc. People will assume it must be good for you to give that much time and effort in studying it.

662. The "T.O.C. Omissions" Strategy

The "table of contents: chapter #1: how to XXXXXX in XX minutes, chapter #2 X ways to increase your XXXXX, etc..." strategy tells your prospects that you are teasing them by displaying your information product's Table Of Contents with omitted words. It will grab people's curiosity and make them want to find out what they are missing.

663. The "I Haven't Been Drinking" Strategy

The "I swear I haven't been drinking anything..." strategy tells your prospects that you assume they will think your offer is so good or your price is so cheap that you might be under the influence of a legal or illegal drug. Other things you could say are: No, I'm not smoking anything either, I promise I haven't been popping any pills today, etc.

664. The "Last Date" Strategy

The "here is our last testimonial (date of it)..." strategy tells your prospects that you just recently added a new testimonial to your sales letter. It shows your prospects someone just recently benefited from your product and people are still buying it. By using an exact date, it won't sound like it was made up or anything.

665. The "Feeling Guilty?" Strategy

The "don't purchase our product if you're going to feel guilty about others struggling to (your product's benefit)..." strategy tells your prospects that other people will have a harder time gaining their desired benefit without your product. It uses reverse psychology and many people do feel guilty when they are gaining a benefit while others are struggling.

666. The "Valuable Skill" Strategy

The "this one skill alone is worth (no.) the cost of (your product's name)..." strategy tells your prospects that your product will give them a skill that will pay for itself. You can relate the pay back to money, emotional or physical rewards that they will get.

667. The "They Are Lazy" Strategy

The "you'll (benefit) while your friends just sit on their butts..." strategy tells your prospects that they will be improving their lives with your product while their friends don't do productive things. It will show them that your product will give meaning and purpose to their lives. You also could be more specific about the non-productive things your friends are doing. For example - partying too much, sleeping in too much, watching TV too much, talking on the phone too much, etc.

668. The "What Problem?" Strategy

The "you say you have a (topic) problem? What (topic) problem?..." strategy tells your prospects that your product will make their problem disappear. You could also compare all the different levels of people who decided not to solve their problem. For example, some people may do okay, some will just get by and some will fail, etc.

669. The "Unsaturated" Strategy

The "grab the unsaturated resell rights to (your product's name)..." strategy tells your prospects that your resell rights product isn't old or outdated and available for sale everywhere else. Most marketers know that highly saturated resell rights products affect their ability to make a profit with them.

670. The "Resell Comparison" Strategy

The "compare my resell rights collection with my competition's..." strategy tells your prospects that they can go and check out your competitor's package because yours is way better. You can mention your resell rights collection is always updated with new titles and the products they sell get regularly updated. You can also mention your pack isn't like those big, old reports packages and e-book packages that are sold all over the Internet.

671. The "Keep This Safe" Strategy

The "print this out and read it now..." strategy tells your prospects that your sales letter is important enough to actually print out and read. You could always mention that they will learn so many valuable strategies from it, they should keep it posted on their desk, place it on their bookshelf or keep it locked in their safe.

672. The "1 Minute Application" Strategy

The "filling out this (no.) minute application could (your product's benefit)..." strategy tells your prospects that you are accepting applications for people to purchase your product. If it's a short application, tell them how little time it will take them to fill it out. By adding an application to your selling process, you can say that not all the applications will be accepted, so it will make them really excited to buy if you select them. It's like they beat out others for the chance to gain their desired benefit.

673. The "Camouflage" Strategy

The "give away or sell this sales report..." strategy tells your prospects that you converted your sales letter to a report format with valuable pieces of information. You could even allow them to brand your sales report so they can earn commissions from it. It will spread your disguised sales letter virally all over the Internet.

674. The "Double Sale" Strategy

The "sell just one and it will double your investment..." strategy tells your prospects that you normally sell your resell product at a certain price but they will get it for half off what it costs without resell rights. So if they resell the product to people at your regular price, it will only take one sale to get double what they paid for the resell rights license.

675. The "Master It Fast" Strategy

The "only (no.) free master resell rights upgrades left..." strategy tells your prospects that if they purchase the resell rights to your product, they will automatically get upgraded to master resell rights. It will create more urgency by placing a limit on the number of master resell rights licenses you will release.

676. The "Measly Yes" Strategy

The "would you invest a measly (\$) to (your product's benefit)?..." strategy tells your prospects to answer "yes" to your question because their total investment doesn't compare in value to the benefit they will get. Once they mentally say "yes," they will continue to read your ad for more details or buy right away.

677. The "Why So Cheap?" Strategy

The "but why am I giving this way for only (\$)... " strategy tells your prospects that your product sounds very valuable but your price is so low, it will make them want to know why. You need to use an honest reason that will make them say "that makes sense." For example, you could say that you want to prove to people that it's still possible, even these days, to get a good quality product for a very low price.

678. The "No Promises" Strategy

The "I'm not going to promise that (your product's benefit) because I don't know you personally..." strategy tells your prospects the reason why you are not going to promise that they are going to get their desired benefit. You could say it's because you don't know their background, their specific situation, their education level, their skills, their emotional state, etc.

679. The "Carbon Copy" Strategy

The "I made (\$) last year and I'll show you how to duplicate my success..." strategy tells your prospects that you will give them the exact step-by-step plan and tools you used to make that money. For example, if you sold a resell rights product, you could say: "I'll give you the rights to sell the same package of products and show you where and how I promoted it."

680. The "Select A Buyer" Strategy

The "enter to be randomly selected to purchase my product..." strategy tells your prospects they can sign up to your opt-in form/squeeze page for a random chance to purchase your product. You can tell them if the sales letter appears after they opt-in, it means they won a chance to purchase your product. You can tell the people that don't win to reenter and try again. People get excited and in a good mood when they win something so once you have them excited it's easier to sell to them.

681. The "Undisclosed Goal" Strategy

The "we've almost reached our sales goal so hurry..." strategy tells your prospects that you have an undisclosed goal to sell so many copies of your product and once you reach that goal, your sales letter will be removed. You can tell them if they leave now and come back later, it could be too late. With them knowing you're close to selling out your product, they may order because they really aren't sure just how close you are.

682. The "Lowest ROI" Strategy

The "check out the lowest possible return on your investment..." strategy tells your business prospects that if they use just one strategy from your business info-product and gain just one lifetime customer, it will more than pay for their purchase price. You could also make it out as "just use one strategy and make one sale" if their profits from the sale of one of their products are higher than what you are selling yours for.

683. The "Talk To Yourself" Strategy

The "once you use it you'll say to yourself..." strategy tells your prospects what they will tell themselves once they gain the benefits from your product. It needs to be something that will attract them to buy instantly, like: "It's great! Why did I wait so long to buy it?" "If I would have bought this sooner, I wouldn't have had (a negative effect)."

684. The "Re-Reading" Strategy

The "I've read it (no.) times already..." strategy tells your prospects that the affiliate info-product that you are selling is so good that you read, listened or watched it multiple times. You could even add up the number of hours or days you took out of your spare time. For example, "I've spent well over 16 hours of my spare time this week reading and re-reading it and enjoyed every minute of it."

685. The "Million Dollar Secret" Strategy

The "discover the (\$) secret..." strategy tells your prospects that you made a specific amount of money using one tip, strategy, secret, trick, etc., from the money-making information product you are selling. You could name all your benefits in your sales letter after the amounts of money you made off each one and keep the details of each benefit a secret. It will draw a lot of curiosity for your products. For example, "Learn the \$15,678 strategy"; "Discover the \$45 per hour formula"; etc.

686. The "I Own Many" Strategy

The "I'm the owner of several other very successful web sites..." strategy tells your prospects that the web site they are on is only one of the web sites you own. You can tell them the name, URL and traffic ranking (if it's good) of the web sites. It will show them just how successful you are and give you some extra credibility. Plus, you may make some sales from the people who decide to check out your other web sites too.

687. The "No Reason" Strategy

The "there is no reason you couldn't do what (a name) did..." strategy tells your prospects that you are commenting on one of the people from your testimonials in your sales letter. Plus if the person in the testimonial has gone through more obstacles than most of your prospects, then say something like: "There is no reason you couldn't do what Mike did and he did it with only one arm."

688. The "Extra Resources" Strategy

The "if you want to learn more about (your product's topic), here are (no.) excellent sources (links)..." strategy tells your prospects other products they may need that aren't in direct competition with yours in your sales letter. You could even recommend the products with your own affiliate links to make money. Just make sure those other web sites open in another window so people don't leave your sales letter's page.

689. The "Anyone Of You" Strategy

The "anyone can do this..." strategy tells your prospects that anyone who purchases your product can gain their desired benefit. You can tell them people just like them are doing it every day. You can mention the different types of your customers who are benefiting, like: cab drivers, plumbers, teachers, bakers, chefs, mechanics, etc.

690. The "Hyper Keyword" Strategy

The "business(hyperlinked), marketing(hyperlinked), increase traffic(hyperlinked)..." strategy tells your prospects that many of the keywords and key phrases in your ad copy are text links too. They will be curious to click on one to see where it leads. You could lead them to an opt-in page, an AdSense page, an affiliate product page, to your other product page, etc. It will give you the chance to make extra profits even if they don't buy your main product. Just make sure those pages open up in other windows so that they don't leave your main sales letter.

691. The "Leave Now" Strategy

The "leave this page if you want to (a negative effect)..." strategy tells your prospects that if they aren't going to do anything to improve their life, you don't have any time for them. For example, "Get out of here if you want to be overweight forever!"; "Don't purchase if you want to be broke!" etc. Most people don't want negative problems in their lives so it may persuade them to buy.

692. The "Niche Bonus" Strategy

The "free bonus: hey, (type of people) this is for you: (the bonus)..." strategy tells your prospects that you may be selling a product that anyone can buy but you are targeting one or more of your bonuses to a select group of people. It could be a free bonus for women, men, doctors, marketers, stay-at-home moms, etc. It will help you sell more products to a particular group of people and you can advertise your product on highly targeted web sites, search engines, etc.

693. The "Negative Guarantee" Strategy

The "this guarantee is for any (negative label) that can't (your product's benefit)..." strategy tells your prospects that if they can't get their desired benefit with your product and ask for a refund, they will be labeled something they don't want to be labeled. For example: "This guarantee is for any quitter that can't achieve a B+ average."

694. The "Affiliate Tease" Strategy

The "you will buy my product anyway once you see how well it sells..." strategy tells your prospects that you aren't going to force them to purchase your product before they join your affiliate program like some businesses do. You will show them how much confidence you have about your product and they will assume they will have a good chance to make a lot of money by joining your affiliate program.

695. The "Check It" Strategy

The "check any of the boxes that apply to you..." strategy tells your prospects to take physical action or interaction with your sales letter. Sometimes when people take a little action or get physically involved in the sales process, it sets them in full motion to buy and gain their desired benefit.

696. The "Junkie" Strategy

The "I have a confession to make: I'm a (type of product) junkie..." strategy tells your prospects that they aren't the only addicts who purchase product after product to gain their desired benefit. It will show them that it's okay to invest in your product even though they may already own a ton of similar ones. Plus, tell them why your product is different from the rest.

697. The "Advertising Specialty" Strategy

The "bonus: a (your product's name) T-shirt..." strategy tells your prospects that they are going to get a specialty item as a bonus which they can use in their every day life. You'll get free offline advertising by placing your product information on the item. It could be your product name, web site address, etc. Some good advertising items are coffee cups, bumper stickers, key chains, pens, license plate covers, etc. You can also tell them the quantities and that it's on a first-come, first-served basis - once you run out, that's it.

698. The "Commission Call" Strategy

The "make (no.)% commissions on this call..." strategy tells your prospects that if they sign-up to your affiliate program and promote your free tele-call they can earn money. Just tell them to get people registered for the free call and you'll help close the sale for them. You could even tell them if they make over so many sales they will get a prize; the product or higher bonus commissions.

699. The "Myth And Fact" Strategy

The "MYTH: (a description of the myth). FACT: (a description of the fact)..." strategy tells your prospects a myth that would stop people from purchasing your product and a fact which quickly eliminates the myth. For example, MYTH: You need a big investment to start your own business. FACT: You can start your own successful business today for only \$10.

700. The "Perfect Time" Strategy

The "have you ever wished you were in the perfect place at the perfect time to (your product's benefit)..." strategy tells your prospects they can take advantage of one of those situations by purchasing your product. You can tell them that you have a new feature that your competition doesn't have; you offer a patented benefit that no one else can offer; you teamed up with another business so you can offer them more for their money; etc.

701. The "Behind The Scenes" Strategy

The "I've secretly helped successful (topic) experts for years..." strategy tells your prospects that you work behind the scenes to help these experts become successful. You can even ask the experts that you've helped to give you an endorsement or testimonial. You can tell them now you are finally going to allow the masses to get your help and product so they can become successful too.

702. The "Personalized" Strategy

The "it can be personalized..." strategy tells your prospects that they can custom order your product with their business name, web site address, logo, or any other advertisement on it. If it's just for normal consumers, you could say their name, picture, pet, age, etc. Or if it's going to be a gift for someone else, they can personalize it with that person's personal information.

703. The "Trust Who?" Strategy

The "there are all kinds of people becoming (your type of business/profession) every day..." strategy tells your prospects that the market is being saturated with tons of wannabees and it's getting hard for them to know who to trust. You can instantly eliminate all your new competition by giving them a reason to trust your business. You can mention how long you've been in business, how many customers you have served, how many similar businesses have gone under but you're still standing, etc.

704. The "What's Wrong?" Strategy

The "you would have to be a (negative label) not to order..." strategy tells your prospects that if they don't order, you are almost positive something negative has to be wrong with them. You can tell them that you don't want to insult them but that's the only way you can think of to describe people who don't purchase your product. You could use descriptions like dumb, crazy, insane, slow, a bonehead, stupid, etc.

705. The "I'll Pay You If" Strategy

The "I'll pay you (\$) cash if you can find..." strategy tells your prospects that you are daring them to find a better product than you are offering them or you'll pay them so much money in cash. Another idea would be to give them your product for no cost. It could be that you challenge them to find a stronger material, a lighter model, faster results, etc.

706. The "Non-Sale" Strategy

The "(your product's name) is not for sale at any price..." strategy tells your prospects that they won't be able to purchase your product. This is a great way to offer a freebie product because people will read your ad, get excited if they like it and assume they will have to buy it. However you tell them toward the end of your ad it's not for sale but it's free. They will almost instantly register to get your freebie. You could make money by offering an upsell or back-end product on your thank you page.

707. The "My Last Nickel" Strategy

The "I'd bet you my last (dime, nickel, etc.) that they will (your product's benefit)..." strategy tells your prospects that you're very confident that your product will help them achieve their goals. People will assume your product is good when they see you are willing to bet against something you don't have to. You could always say that you'll bet your last candy bar, the shirt on your back, etc.

708. The "Depressing Life" Strategy

The "if you're not going to get off your butt and improve your life, go back to (stuff people do when they feel sorry for themselves)..." strategy tells your prospects that if they don't order your product to gain their desired benefit, they should just go back to their old, depressing lifestyle. Things that people usually do when they are feeling sorry for themselves is sleep a lot, mope around, lie around, watch a lot of TV, don't shower, eat a lot of junk food, etc.

709. The "Guarantee Count-Up" Strategy

The "it's not guaranteed for 30 days, or 60 days, or 90 days but it's guaranteed for 1 full year..." strategy tells your prospects that they get a very long time to try out your product. The count-up of the length of your guarantee can sometimes get people excited because many people are used to the 30-day and 60-day money-back guarantees.

710. The "Don't Care?" Strategy

The "don't purchase my product if..." strategy tells your prospects not to buy your product if they already have their desired benefit or don't care that they don't have it. For example, don't buy if you already are at your perfect weight ... if you're not jealous that other people are skinner than you ... if it doesn't bother you that people might be making fun of you behind your back ... etc.

711. The "Negotiate A Sale" Strategy

The "contact me if you're still not sure about ordering (your product's name)..." strategy tells your prospects that they can e-mail, IM or call you personally and discuss their situation and how your product can help them. It will be one of your last chances to make a sale before they forget about your product and move on.

712. **The "Don't Assume" Strategy**

The "it's not going to cost as much as you think..." strategy tells your prospects that they shouldn't assume that your product is going to cost a lot or be out of their price range. When people start reading your ad and your sales letter and the product sounds great, they will naturally start to assume it's going to cost them a lot of money. If your product is expensive then you should offer an easy way for them to pay, like offering a payment plan.

713. **The "Blast From The Past" Strategy**

The "if you order today, you will also receive all the past (bonuses or products) that I've previously removed..." strategy tells your prospects that in the past you removed some things from your offer that they would never have had the chance to get until now. It could be older products, articles, reports, software, courses, content, etc.

714. **The "Bought Everything" Strategy**

The "like you, I've bought products from everywhere imaginable and they still didn't work..." strategy tells your prospects that you know that they have likely bought a lot of products from all sorts of places which never lived up to their claims. You could mention they may have bought them from infomercials, catalogs, the Internet, seminars, etc. You can say that after all those horrible experiences, you finally decided to develop a product that actually works.

715. **The "A Bonus Date" Strategy**

The "special bonus just added! (date) (time)..." strategy tells your prospects that you recently added a new bonus to your offer. It may excite them that it has just been added because they will be one of the first to get it. You could even tell them the date your next new bonus will be added. They will assume they will keep getting new bonuses as a paid customer.

716. **The "Buyer Advantage" Strategy**

The "all my paid customers get told about my new product releases before my regular prospects..." strategy tells your prospects that if they become a paid customer, they will get a chance to benefit from your new product releases before everyone else. You could give your paid customers another perk, like being the first to join your new affiliate program for the new products you release.

717. **The "Buy A Bio" Strategy**

The "I'll reveal more about my past with you when you become a customer..." strategy tells your prospects that they can learn more personal and professional things about you when they purchase your product. You could have a partial bio on your web site and a full bio sent with their product package or on your thank you page. Many people become curious about your whole life and history when they decide to purchase something from you.

718. **The "Inside The Mind" Strategy**

The "go inside the mind of successful people that have (your product's benefit)..." strategy tells your prospects that you will give them the mental instructions for using and gaining their desired benefit with your product. You could mention they will learn the habits, attitudes, beliefs, mindsets, emotions, etc. of other people that have been successful with your product. You could just interview these people and compile it into an information product.

719. **The "Bed Of Nails" Strategy**

The "I'd rather lie on a bed of nails than not have (your product's benefit)..." strategy tells your prospects now that you know what it's like to have your desired benefit with your own product or someone else's, you would do almost anything not to go back to the way it was. You could explain the emotions you used to have, the problems that you experienced, the way it affected people around you, etc. Other descriptions of torture are: walking over glass, needles shoved under your finger nails, lying on hot coals, etc.

720. **The "Back You Up" Strategy**

The "bonus: you'll get a back up copy shipped to you..." strategy tells your prospects that you will give them a physical back up copy of your digital product that they normally just download. Tell them it will save them the time and frustration of re-downloading it if their computer crashes, if they get a destructive virus, if they accidentally delete it, etc. Tell them to hurry because you only produced so many copies.

721. **The "I Took The Dare" Strategy**

The "one of my customers challenged me to help them (your product's benefit) and I won..." strategy tells your prospects that someone just like them dared you to help them gain their desired benefit and you were successful. You could even have the person that challenged you write a testimonial or success story and admit you won.

722. The "1001 Ways" Strategy

The "you don't need (no.) different ways to (your product's benefit)..." strategy tells your prospects that your competition may be offering an info-product that tells them a ton of ways to gain their desired benefit. You can tell them it will confuse them and they only need one proven way which your product offers.

723. The "Like Gold" Strategy

The "it's like striking gold..." strategy tells your prospects that you are comparing your product to something which is either related or unrelated that is valuable. Some things that are valuable are diamonds, antiques, collectibles, striking oil, a treasure chest, a pot of gold, long lost artifacts, etc.

724. The "Your Thoughts?" Strategy

The "what is the first thing you thought of when you saw the picture of..." strategy tells your prospects that you want to recheck what they thought about when they saw something early in your sales letter. You want the visual impression to be something that will usually create a thought that will persuade them to purchase your product. For example, a picture of a fire may make them think about something hot, being burnt, etc.

725. The "Candy Bar" Strategy

The "for the price of a candy bar, you can get access to all these benefits..." strategy tells your prospects that you are comparing your \$1 trial offer of your products to something they buy every day. Trial offers are usually around a few bucks at the most and last 3 to 30 days. You could compare it to buying a bag of chips, a soda pop, a newspaper, etc.

726. The "What Vacation?" Strategy

The "it was so good I spent most of my vacation (reading, hearing, watching, using) it..." strategy tells your prospects that someone else's information product you are promoting is so good that you would cut out your fun time for it. You could even mention that your spouse, girlfriend, boyfriend or friends were mad at you for doing that. Other fun times people have are parties, holiday celebrations, etc.

727. The "Tick Tock" Strategy

The "the clock is ticking, every (minute/hour/day) that goes by (a negative effect)..." strategy tells your prospects that the longer they wait to use your product, the worse their problem will get. People will actually picture their problem getting worse and worse in their mind. For example, "Every day that goes by you could be gaining another pound."

728. The "Exaggeration" Strategy

The "I don't want your money if my product doesn't..." strategy tells your prospects that you will refund their money if your product doesn't do something that is highly exaggerated. For example, "I don't want your money if my product doesn't make you so excited that you jump 20 feet in the air." Exaggerations will gain people's attention and entertain them. Plus most people know that you aren't guaranteeing your product will do something that is impossible or unbelievable.

729. The "Proof Of Receipt" Strategy

The "these are real customers and we have screenshots of their receipts to prove it..." strategy tells your prospects you are proving to them that the people in your testimonials aren't made up people. You just want to get those people's permission to use the receipts or other types of proof. You can black out highly personal stuff to help protect their privacy.

730. The "Don't Buy Today" Strategy

The "it's okay if you don't buy today, you can come back tomorrow..." strategy tells your prospects that your web site will still be here tomorrow but you can mention the price might be higher or the bonuses may be removed. People will know they will be taking a chance if they wait too long to order.

731. The "Less Effective" Strategy

The "I'm sure you'll agree with me that the effectiveness of (topic/competition's product) has dropped..." strategy tells your prospects that they have likely noticed it's harder to get their desired benefit with older products. You need to tell them that you've improve your product or created a new product to take care of this problem.

732. The "Sold Separately" Strategy

The "hurry, I'm considering selling some parts of this (product/package/membership site) separately..." strategy tells your prospects that they better order your product soon or they won't get everything for one price. You could even mention that the overall cost of the product will be more if you divide it up and sell it separately.

733. The "Quiet Benefits" Strategy

The "some people are quietly (your product's benefit), ever wonder how they do it?..." strategy tells your prospects that your product is the secret ingredient that people have been using to gain their desired benefit so easily. You can tell them that now you're going to allow the general public to purchase it even though you might make a few of your longtime clients mad or even lose them.

734. The "Cheating Yourself" Strategy

The "you're cheating yourself out of (your product's benefit)..." strategy tells your prospects that it's their fault that they aren't reaching their goals or improving their life. You can tell them that the only person they can ever blame is themselves because all it takes is one simple purchase.

735. The "Automatic Delivery" Strategy

The "sign up to my monthly autoship program and you'll save \$ (no.) per month..." strategy tells your prospects they can purchase your product every month or have it shipped automatically to them every month. You just get their permission to charge their credit card every month. Plus you can price the autoship program a little cheaper so they'll commit to purchasing your product every month.

736. The "Exact Steps" Strategy

The "just follow these (no.) easy steps and (your product's benefit)..." strategy tells your prospects the actual steps they need to take to gain their desired benefit. For example, STEP #1: Just Invest In My Product. STEP #2: Use My Product for 5 Minutes A Day. STEP #3: Watch The Pounds Disappear.

737. The "Half As Good" Strategy

The "I've bought \$(high no.) (type of product) which were not half as valuable as (your product/affiliate product)..." strategy tells your prospects that you've purchased similar products for more money that weren't as good as your product or an affiliate product. People will think back to a time when that's happen to them and get those same feelings about your product.

738. The "Sequel Is Coming" Strategy

The "you'll get the sequel for free..." strategy tells your prospects that if they purchase your product, they will get the next installment of it for free and that people who don't will have to pay for it. You can tell them that you're currently working on the second one and the date it will be released. Plus tell them they will get to view or use it before the general public even sees the ad for it.

739. The "Just Like Free" Strategy

The "write it off as a tax deductible business expense, it's almost like getting it for free..." strategy tells your prospects that if they own a business, they should check with their accountant because they may be able to write off your product as a business expense. It also will make them feel that they will be getting it for nothing in the long run.

740. **The "Delayed Identity" Strategy**

The "you may or may not know who I am but I'll tell you more about me in a little bit..." strategy tells your prospects that you aren't going to reveal your identity till later on in your ad copy. They will at least scroll over or read most of your sales letter to find out if they've heard of you or not. The more they read about your product, the easier it will be to persuade them to buy.

741. **The "Fits Anywhere" Strategy**

The "you can apply it to almost any area of your life..." strategy tells your prospects that your product has tons of uses. You can say they can use it for their job, relationship, marriage, business, health, finances, etc. You can tell them it will help them save money by not buying different products for each one of those areas.

742. **The "Students Only" Strategy**

The "students only bonus..." strategy tells your prospects that if they are a certain type of person or have a certain type of profession, they will get an extra bonus for purchasing your product. You can tell them you are doing it because of something related to your own life. For example, "I'm doing this because my daughter is in college and I personally know how expensive it can be."

743. **The "Which Is Right?" Strategy**

The "there are hundreds of different types of (your type of product) out there, but do you know which one is right for you?..." strategy tells your prospects that you are going to help them find the best product for their particular situation. Of course, you want your advice to them to lean more towards them purchasing your product.

744. **The "Past Purchases" Strategy**

The "if you've bought (product 1) before then you get it for this price, if you've bought (product 2) before then you get it for this price, etc..." strategy tells your prospects that you are basing the price of your current product on what products they have purchase from you in the past. If they haven't bought anything from you, they'll have to buy it at the regular price but you'll give them a lower price for purchasing a higher price product in the past.

745. **The "Cheap Repurchases" Strategy**

The "you don't want to go cheap on (your product's benefit)..." strategy tells your prospects your product may be priced higher than your competition's but they don't want to skimp on achieving their goal. You can tell them the reason is that if they purchase a lower price product, they might have to turn around and buy another one later on, so in the long run your product is cheaper.

746. The "Fast Returns" Strategy

The "(no.)% of people report making their money back the within the first (day/week/month)..." strategy tells your prospects that they have a very high chance to make their money back shortly after they purchase your product. You could base the percentage on your affiliate sign ups and stats or what affiliates tell you.

747. The "Crying" Strategy

The "have you ever seen a (type of person) cry?..." strategy tells your prospects they better read on or click to see why someone is crying. People respond to people or situations where someone may need comfort or need to be cheered up. People also cry when they are happy. For example, one of your customers may have cried because they finally received their desired benefit.

748. The "Qualification" Strategy

The "to qualify you must meet at least (no.) of these (no.) qualifications..." strategy tells your prospects that in order to be successful with your product, they need a few qualifications but not all of them. If they do possess the number of qualifications you require, then they will assume they will reach their goal. Some qualifications could be - follows directions well, have so much spare time a day, commit to using your product for so long, can afford to invest in your product, etc.

749. The "On Call Expert" Strategy

The "almost every business has my personal contact information..." strategy tells your prospects that other businesses really trust you and your advice. It could also be your phone number, instant message name, cell phone number, etc. You could tell them that they have your number programmed in on auto dial, your e-mail address saved in their address book, they keep your contact information by their side, they never leave the office without your contact information, etc.

750. The "Puzzle Solver" Strategy

The "I found the missing pieces..." strategy tells your prospects that your product will provide what other products that failed them lacked. Many people have bought a product that didn't seem to give the exact benefit they were hoping for. You could tell them you will solve their puzzle, that you cracked the code, found the missing ingredients, etc.

751. The "My Opinion" Strategy

The "bonus: product review forum..." strategy tells your prospects if they purchase your product, they will get free access to your product review forum. You or your current members can post reviews of products that are related to your niche. It will be helpful to them since they are already interested in those types of products.

752. The "Junk Products" Strategy

The "(no.)% of (product types) are junk but our product is in the (no.)% that isn't..." strategy tells your prospects that a large majority of products in your niche aren't up to par. You need to prove why your product is in the small percent of products that are good. One of the best ways to do this is to post real success stories of people that used the junk products first and your product second and found that it produced better results.

753. The "Extended Value" Strategy

The "our product costs \$1.00 per day over 1 year or .50c per day over two years, etc..." strategy tells your prospects how much the price of your product will cost them per day for the first year. You then can extend it for as long as you want to make the price seem even lower. You could base the time on how long the average customer uses your product or how long it lasts.

754. The "Search Is Over" Strategy

The "your search is finally over..." strategy tells your prospects that they can quit searching for that one miracle product that will give them all their desired benefits and features. Some people spend their whole lives searching for the perfect product that will change their life exactly the way they want it.

755. The "Required Purchase" Strategy

The "I require everyone to (buy, own, use, read) (affiliate product) before they..." strategy tells your prospects you make it mandatory for them to purchase and use a certain affiliate product before they are allowed to do something they may want to. You could require that they do it before they can get your advice/consultation, before they can participate on your forum, before you think of doing a joint venture with them, before they can join your affiliate program, etc.

756. The "What It Takes" Strategy

The "do you have what it takes?..." strategy tells your prospects that they need to possess a certain attitude, emotion, attribute, habit, etc., in order for your product to give them their desired benefit. It could be they need desire, charisma, dexterity, stamina, dedication, speed, commitment, etc.

757. The "Buddy-Less Testimonials" Strategy

The "I don't have any of those „you rub my back, I'll rub your back“ testimonials..." strategy tells your prospects that you don't have any testimonials given to you by business buddies as a favor. It's a common practice of many marketers to ask their marketing buddies to review their product and give them a testimonial. You can tell people that the reason why you don't have any or not many testimonials is because you want real people with real problems to give you testimonials.

758. The "Mob" Strategy

The "I got the idea for this product from the Mob..." strategy tells your prospects where you got the idea for your product. You want to use descriptions that will grab your prospect's attention, like the example above. It could be that you got your product idea from a well-known person, a movie, a book you read, an article you read, etc. The example could be "I got the idea from a Mob movie, which I could tell them later on."

759. The "Text Tricks" Strategy

The "my BIG guarantee..." strategy tells your prospects that your guarantee is related to how you present the title of it (using all capital letters). It will grab their attention and they will be curious of the details of your guarantee. Other ideas could be: My _____ Guarantee, My %\$^&* Guarantee, My XXX Guarantee, My UpAnDdOwN Guarantee, My tiny Guarantee, My L--O--N--G Guarantee, etc.

760. The "Flesh And Blood" Strategy

The "I'm a real person just like you..." strategy tells your prospects that they need to remember that just because you are running a business, it doesn't mean you aren't human. You can remind them of things like – "I have real feelings too", "I have problems too", "I work for a living too", "I have to struggle like you", "I had obstacles in my life too", "I was broke too", etc. They will feel closer to you when they realize you're only human like them.

761. The "Buying Defense" Strategy

The "don't let (a buying defense) stop you from (your product's benefit)..." strategy tells your prospects not to allow their negative thoughts/emotions to stop them from improving their lives. It could be their hesitation, skepticism, procrastination, over-analysis of things, etc. You can tell them that it's normal to have those thoughts, even you have them. You can tell them that like them, a lot of people have been burnt by promises from other businesses in the past but that's no reason to give up on their goals.

762. The "Know Me?" Strategy

The "you may not know me or have never heard of me but..." strategy tells your prospects you have the experience and credentials to help them. You can ask them to click on a separate page to read your biography. Most people will take your word for it because you mentioned it first and they won't bother to take the time to read it. They will assume since you offer your bio, you wouldn't risk losing a sale by having one which isn't credible.

763. The "Reserve Your Number" Strategy

The "yes, I'm ready for you to be 1 of the (no.) people to (your product's benefit)..." strategy tells your prospects that you are only selling a limited number of products. They will have to say "yes" before they even read your offer. Plus, they will have a clear picture of what will belong to a small, select group of people.

764. The "Information Is Dangerous" Strategy

The "(no.) (month/year) information can put you in danger..." strategy tells your prospects if they don't have up-to-date information, it could put them in harm's way. You need to prove to them that your information product is more up-to-date than your competition's. You could even tell them the negative effects from information which hasn't been updated can cause emotional problems, fines, imprisonment, health problems, lawsuits, etc.

765. The "Layers Of Protection" Strategy

The "you have (no.) guarantees..." strategy tells your prospects that they will have multiple layers of protection in case they don't like your product. It will remove their risk even more than a single guarantee would. You could offer the normal "so much time" guarantee and give them their money back, and the second guarantee would require them to try out your product for a longer period of time and if they still don't like it, you'll give them double or triple their money back.

766. The "Can I Sell It?" Strategy

The "people have been begging me to start an affiliate program..." strategy tells your prospects that many people think your product will sell well. You can tell them it took you so long to start one because you took your time to test it instead of just throwing something together. Tell them you wanted to make sure it had the perfect affiliate tracking system, the highest possible converting ads, all the best promotional tools possible, etc. After hearing that, people will line up to promote your product for you.

767. The "Total Breakdown" Strategy

The "I broke it all down for you..." strategy tells your prospects that you designed your product so they could easily absorb and understand it. You could mention that you broke it down into tiny pieces, little steps, small nuggets, bite-sized bits, etc.

768. The "No Copywriter Here" Strategy

The "I'm not a copywriter..." strategy tells your prospects that they can let down their buying defenses because you're not highly skilled at writing a sales letter. The less your prospects feel sold too, the more they will listen to your offer. They will have no pressure to stand up to your persuasion tactics, like guarantees, testimonials, limited time offers, bonuses, etc.

769. The "Take A Tour" Strategy

The "take a tour..." strategy tells your prospects they can get a taste of your product or membership web site. People will assume they will get samples and sneak peeks of your product. You could have pictures that blur some things out, information that leaves fill-in-the-blanks, crossed out text passages, etc. It will tease them to order your product.

770. The "Controversial" Strategy

The "this may create some controversy..." strategy tells your prospects that your sales letter may stir up some problems, debates, grudges or arguments between people. Your sales letter could contain information that angers your competition, business partners, financial advisors, friends or even your family. You could tell your prospects it is worth it in order to help them gain their desired benefit. They will see that you're sacrificing your relationship so in return they may sacrifice their money. Plus, controversy can quickly gain people's attention.

771. The "Is It Worth It?" Strategy

The "it's more time than it's worth to ask for a refund..." strategy tells your prospects that time is more important than asking for a refund of your very low priced product. You can tell them that you'll offer them a guarantee anyway because a few bucks is a few bucks. You can also tell them it's really not worth even ordering for that low price if they aren't going to give your product a chance to work.

772. The "Misconception" Strategy

The "the biggest misconceptions about (your product's benefit)..." strategy tells your prospects that most people are all wrong about how other people gain your particular benefit. Some people assume the reason they can't get the same results is because they just aren't lucky. You can tell them it's not by chance that those other people used your product and that's all they really need.

773. The "Out Of This World" Strategy

The "this isn't just another (type of product)..." strategy tells your prospects your product is unlike any other similar product they have ever seen. You just need to explain why it's different. You could tell them it's different because it was beta tested numerous times and you took all the input from the testers and improved it even more.

774. The "I Need To Be Paid" Strategy

The "I don't get paid unless you (your product's benefit)..." strategy tells your prospects they don't have to pay you until they get the results they want. This will remove all their risk. You can tell them your success depends on them being successful or you'll go out of business. They will assume that with that type of offer, you're taking all the risk and your product has to be good or you would already be out of business.

775. The "Super Human Sucks" Strategy

The "trying to do everything yourself isn't always good..." strategy tells your prospects that trying to gain their desired benefit without your product will be harder and might cause other problems. They may lose precious time with family members, it might cost them more money in the long run, they won't get as much accomplished, they may need to use more effort, they may make mistakes, etc.

776. The "I'm Not A Tease" Strategy

The "this isn't a teaser for another product..." strategy tells your prospects that they won't have to buy an add-on product after they purchase your main product in order to get the full benefits you promised. You need to tell them everything they need is included. If you do offer add-on, upsell or back end products, make sure they will give your customers' different benefits.

777. The "Strict Criteria" Strategy

The "use these criteria for buying any (your type of product)..." strategy tells your prospects that there are certain things they should look for before buying your type of product. Of course, your offer and business would meet the criteria you are listing. You could tell them not to buy unless the business offers a money-back guarantee, doesn't make outrageous claims, has certain credentials, has a good track record or background, shows indisputable proof, etc.

778. The "Take A Chance" Strategy

The "sometimes you have to take a risk..." strategy tells your prospects sometimes they have to jump out of their shells and take a chance if they ever want to improve their life. Tell them they only live once and that they should live like every day is their last. You could sympathize with them and agree that playing it safe is good if it doesn't hold them back from having a better life.

779. The "Monopoly" Strategy

The "you won't find this information anywhere else..." strategy tells your prospects that you have a monopoly on the type of information that you offer in your product. People will have to buy it from you if they want it because no one else offers it. Unless, of course, someone swiped it from you.

780. The "Bag Of Chips" Strategy

The "can you give up one bag of chips a day?..." strategy tells your prospects your product will cost per day for what they spend on junk food. You could even mention they may lose a little weight too. Other junk foods that many people eat on a daily basis are candy bars, cookies, candy, ice cream, etc.

781. The "It's About Time" Strategy

The "they have used this for years..." strategy tells your prospects that people have used your product successfully for years to gain their desired benefit. Tell them it's about time for them to finally give it a try. You can tell them that it's the perfect time because you are offering a limited time discount so people can see what they have been missing out on.

782. The "Sleep At Night" Strategy

The "sleep peacefully at night knowing you are safe..." strategy tells your prospects that your product will protect them from something and eliminate their stress. When people are worried about something, it is usually hard to sleep at night. People also want their loved ones to be safe. It could be a protection product like virus software, alarm systems, financial protection, health protection, etc.

783. The "Healthy Product" Strategy

The "improve your health..." strategy tells your prospects that your product could actually improve their health because they will have less stress when their problem is solve. Most medical experts say stress alone can cause health problems. People know if they don't have their health, they have nothing.

784. The "Check The Auctions" Strategy

The "check out what they are going for on some of the online auction sites..." strategy tells your prospects that you are selling your product for way less than what others are selling similar products for at online auctions. You can even provide the links to a few of the most popular auctions so they can compare. You can mention that you are also giving away bonus products that auction buyers aren't even getting.

785. The "Sales Letter Stats" Strategy

The "my sales letter will pay for your product..." strategy tells your prospects that if they purchase your product, they can join your affiliate program. You can tell them your sales letter conversion ratio and that it was written by a professional copywriter. So if your sales letter usually converts 2 buyers out of 100 visitors, people will assume they only need to get that many people to make their money back if you offer 50% per sale.

786. The "Just One More" Strategy

The "you're one product away from (your products benefit)..." strategy tells your prospects they only have to take one simple action to get their desired benefit. Since you're not directly telling them to purchase your product, they will let down their buying defenses. You could also say things like: you're one step away, you're one puzzle piece away, you're one click away, etc.

787. The "Suspend Your Disbelief" Strategy

The "please ignore any preconceived notions you may have..." strategy tells your prospects to hold off from any negative thinking about your product or offer at this point. Once people start reading a sales letter, they start to assume things like: I heard this before; I have a product like this already; I can't afford this; Yah right, it can't really do that; etc. You can even tell them that you suspended your disbelief about your own product and had fabulous results with it.

788. The "Bad Job" Strategy

The "I was ashamed of what I used to do for a living..." strategy tells your prospects to be curious about what job you had before you started your business. They may think it was something illegal, not highly looked upon, a low paying job, etc. They will want to read down your sales letter to see if you reveal it towards the end so they get your whole offer. If you're selling a money-making type product, it could be like a "rags to riches" type story.

789. **The "It's My Diamond" Strategy**

The "it's my diamond..." strategy tells your prospects that you are comparing your product to another object that is widely known as valuable. You could compare your product to a high priced make of car, a rare stone, an expensive type of food, a historic, hard-to-find antique, etc. People will put two and two together.

790. **The "Teach You" Strategy**

The "what could someone that (a major credential or accomplishment) taught you about (your product's benefit)?..." strategy tells your prospects your biggest credential that is related to your product. Sometimes mentioning one major accomplishment is better for gaining credibility than a bunch of different little ones.

791. **The "Stats Do Lie" Strategy**

The "we've all heard the myth about how (no.)% of people fail after (no.) (years/months)..." strategy tells your prospects that the failure rate of people trying to gain their desired benefit isn't actually as high as the stats say. You can counter that stat with another stat that contradicts it. If the failure rate is lower than they thought, it will give them more hope. You can tell them that your product will even help to increase their chances for success.

792. **The "It's Not That Long" Strategy**

The "my course is only 20 pages long..." strategy tells your prospects they won't have to read 1000 pages (like your competition offers) in order to gain their desired benefit. To sweeten your offer, you can mention the things they could be doing with their time rather than reading 1000 pages. For example: watching TV, going out to eat, going to the movies, spending time with their significant other, etc.

793. **The "Secret Launch" Strategy**

The "you'll notice we don't have hundreds of testimonials..." strategy tells your prospects that you don't have a ton of testimonials because your product has been secretly launched to only specific people in the industry. Because it hasn't been marketed to the masses yet, people will like the fact that many people don't know about it. Being one of the first customers will give them a great advantage for gaining their desired benefit.

794. The "Early To Rise" Strategy

The "register for my early product launch..." strategy tells your prospects that if they sign up to your early product launch, they will get to purchase your product so many hours/ days/weeks sooner than the general public. You could tell them that it could sell out even before it's launched to the general public to create urgency. You could even list some of the well-known people in your industry who have already registered to buy it early (with their permission).

795. The "Penny Seminar" Strategy

The "it's like attending a live seminar for pennies on the dollar..." strategy tells your prospects that your product is an audio or video recording that will help them gain their desired benefit. It could be a real seminar that was recorded or a bunch of interviews of known experts in your particular market. Plus they won't have to hear sales offers or to leave their homes to benefit from it, and they can listen to it in their spare time.

796. The "It's Not A Reunion" Strategy

The "this call isn't one of those marketer reunions..." strategy tells your prospects that your free teleseminar will contain many marketers who will give them useful information to gain their desired benefit. It tells them there won't be a lot of small talk during the call, like personal stories and chit chat. The call will get straight to the point without all the fluff.

797. The "Cheat Sheet" Strategy

The "plus you'll get a handy cheat sheet..." strategy tells your prospects that they will be able to gain their desired benefit even quicker because you're providing a cheat sheet as a bonus. A cheat sheet usually gives people simple shortcuts that can be used to improve their lives faster and easier with your product than before.

798. The "Small Group" Strategy

The "I'm going to only help (no.) people (your product's benefit) in the next (no.) months/years ..." strategy tells your prospects that you are going to personally help a small group of people to achieve their goals. The smaller the group, the higher amount you can charge. You can guarantee you'll help them all succeed because once they are successful, you are going to use their success stories to advertise a light version of your consulting or personal help to the general public. They will believe you will help them succeed so you can sell it to the masses later on.

799. **The "It's Obsolete" Strategy**

The "every other (type of your product) is obsolete..." strategy tells your prospects that your brand new product will make every one of your competitor's products useless. So even if they already own your competitor's product, they will still want to buy yours, especially if you really give them a bunch of non-disputable reasons why.

800. **The "Lite Diet" Strategy**

The "get the lite version of our product for free..." strategy tells your prospects that they can get a partial version of your product for no cost. It will allow them to try it out and tease them with only a few of the benefits. If they like it or you tease them enough, they will want to order the full version to get all the benefits, features, bonuses, etc.

801. **The "Hard Way" Strategy**

The "don't buy this if you like to do things the hard way..." strategy tells your prospects indirectly that your product will give them an easy way to gain their desired benefit. Believe it or not, many people continue to do things the hard way because they have a phobia about trying new things or using new technology. You can ease their concerns by telling them if you (a doctor-diagnosed technophobia) can do it, anyone can do it.

802. **The "Juvenile Delinquent" Strategy**

The "even a street-living, uneducated, juvenile delinquent (your product's benefit)..." strategy tells your prospects a homeless, under-aged troublemaking dropout was able to use your product to gain their desired benefit. People will assume if those types can do it, so can they. They will see that that person had tons of obstacles to overcome and they still benefited.

803. **The "I Was Busy" Strategy**

The "I would have updated you sooner, but..." strategy tells your prospects that there was a reason why you didn't update them on your product sale. The reason should persuade them to purchase your product. A good reason could be that you were swamped with positive phone calls, e-mails and IMs about your new product. You could also mention there are only so many copies left. People will assume if you were that busy, it might sell out soon.

804. The "Banned Sales Letter" Strategy

The "I had to retire my original sales letter..." strategy tells your prospects there was a reason why you took down your sales letter. You could tell them that it created some controversy and hit a nerve with some people, and you didn't want to offend anyone else. You can tell people that the new version of your sales letter is up but if they want to see your original, they can visit another web site and read it at their own risk. People will flock over to the original one to see why so many people were up in arms about it.

805. The "It's A Madhouse" Strategy

The "I've had over (a high number) phone calls, e-mails and IMs about my new product..." strategy tells your prospects that since you sent out a free teaser (special report or article) about your upcoming product release, everyone's trying to find out more about it. You can tell them many people are offering you double the price to buy it early; they want to give you money up front to hold their spot in case it sells out quickly; you can tell them that one person offered you (5, 6, 7) figures for it so you wouldn't release it to anyone else but him.

806. The "Better Than College" Strategy

The "I've learned more from (an affiliate product) than I ever did in (no.) years of college..." strategy tells your prospects that they will be getting a college education for pennies on the dollar if they order the information product through your affiliate link. Another example is, "I've learned more from this (50 page, 2 hour) (e-book, audio, video) than I ever did in (no.) years of college."

807. The "See My Receipt" Strategy

The "I just bought this, see a screenshot of my receipt..." strategy gives your prospects proof that you actually bought the affiliate product that you are promoting to them. Most people realize that many marketers don't buy or review the product before they promote it to them. You can tell them that with your purchase, that's one less copy that is available for them so they better hurry before it's sold out.

808. The "Some Already Know" Strategy

The "as many of you have now found out, (your product's name) really works..." strategy tells your prospects that people have already invested in your product and told you it really does work. You can even list some of their recent e-mails, letters or testimonials to prove it to people that haven't bought it yet.

809. The "Expert's Expert" Strategy

The "he/she is responsible for the success of (well-known experts in your niche)..." strategy tells your prospects that the creator of the affiliate product that you are promoting taught the experts how to be experts. People will mentally picture themselves becoming one of the biggest names, experts or gurus in their specific industry.

810. The "No Worse Feeling" Strategy

The "there is no worse feeling than (negative feeling)..." strategy tells your prospects a negative feeling or reaction that they might have as a result of missing out on buying your product. It could be a feeling of regret, anger, sadness or saying to yourself, "I'm so stupid", "I screw up everything", "Damn, I should have bought it", etc.

811. The "Taste It First" Strategy

The "try before you buy the (resell, master resell, private label rights)..." strategy tells your prospects they can have the resell, master resell, private label, branding rights of the affiliate product that you are promoting too. So they will get a taste of the product and if they like it, they will want to buy through your affiliate link so they can have the rights to resell it to their own customers.

812. The "Wishy Washy" Strategy

The "make up your mind..." strategy tells your prospects to quit being wishy washy about purchasing your product. Many people are very indecisive and sometimes they need someone to make the decision for them. You can be direct by saying things like: just do it, start making decisions for yourself, it's about time to take action, finally do something about your problem, etc.

813. The "Missing Benefit" Strategy

The "Bonus: the ebook will allow you to _____ in 5 minutes..." strategy tells your prospects that you are offering a bonus product with your main product. You could create curiosity by leaving out or omitting little pieces of information in your bonus product's description. People will want to know what type of benefits that don't know that they are missing.

814. The "Lock It Up" Strategy

The "it's so good you better print it out..." strategy tells your prospects that they should print out your free article, product excerpt, report or message because they will love it. It could be informative information that will help you sell your product or affiliate product to them. To make it seem even more tantalizing, you could say: "Print it out, remove all your distractions and study it." or "Lock yourself in a room, read it and burn it after you're done so your competition never gets a hold of it."

815. The "No Matter What" Strategy

The "(no.) bonuses left or it will end on (date), which ever comes first..." strategy tells your prospects that you have a limited time bonus that you are offering to people that purchase your product. For example, "Only 49 are left out of 100 bonuses." You could also add another limited time option to it, e.g. "Only 49 are left out of 100 and no matter what, it will be permanently removed on June 20, 2007."

816. The "Don't But Do" Strategy

The "don't scroll to the bottom of this page and..." strategy tells your prospects not to skip over anything in your sales letter. On the other hand you could use it as reverse psychology and make them go and look at one of your major selling points. Once you tell people not to do something, they usually do it. For example, Don't scroll to the bottom of this page and: read the testimonials, see the price, read the guarantee, see the (\$) bonus, look at the benefit lists, look at the affiliate payout, etc.

817. The "Watch Or Be Watched" Strategy

The "you can (your product's benefit) or watch from the sidelines..." strategy tells your prospects they have the choice to order your product and improve their life or sit back and watch other people improve their lives while they stay in the same situation. The mental pictures of other people benefiting while they don't may make them jealous enough to buy.

818. The "Fire Subscription" Strategy

The "it starts at \$(no.) per month and goes up \$(no.) every (no.) days..." strategy tells your prospects that you are having a fire sale for your monthly membership web site. You could also have fire sale price points for people who want to buy bulk memberships like, for 3 months, 6 months, 1 year, 2 years or a lifetime. The faster they order, the lower the price they will get.

819. The "Stay Home" Strategy

The "okay, I've finally released the home study course version..." strategy tells your prospects that you've released a lower priced home study version of your high priced consultation, workshop, boot camp, seminar or teleseminar. You can tell people they were begging you to release one because many of them couldn't afford your higher priced version. Also, compare the cost of the high priced version to the lower priced version to make it seem like a real bargain.

820. The "Just A Percentage" Strategy

The "imagine if you can sell just (no.)% of what (I/he/she) sold..." strategy tells your prospects that you, or one of your affiliates, made a ton of money promoting your product. They will assume that there is no way they could do it so you could ask them what if they could make just 5% of the income. For example, "I made \$100,000 but what if you could only make 5% of that? That's \$5000 in your pocket." People will see that they still could make very good money promoting your product. You could also use the "number of sales" total instead of a percentage.

821. The "Additional Perks" Strategy

The "make 3 sales, get an additional (\$), make 6 sales, get an additional (\$) ..." strategy tells your prospects that the more affiliate sales they make, the more bonus commissions they will make. You could even set a time period of days or weeks when the bonus commissions will be available.

822. The "You Must Promise" Strategy

The "(your product's name) is very powerful so you must promise not to use for the wrong reasons..." strategy tells your prospects that they have to promise to not use your product in any illegal, harmful or unethical ways. People will assume your product is really effective if you add those types of guidelines or put a disclaimer to show that you are not responsible.

823. The "Long Lasting Customer" Strategy

The "a customer for (no.) (months/years)..." strategy tells your prospects how long the people in your testimonials have actually used your product. You can actually add that yourself under their signature with their permission. People will realize you just didn't contact a bunch of people really quickly to get a few testimonials. They will seem more real and show your product's long-lasting results.

824. The "Grandma, Grandpa" Strategy

The "these aren't your grandpa's (your product's topic) tips here..." strategy tells your prospects that your information product isn't full of old, outdated strategies, tactics, formulas, etc. Many people fill up their products with information that has been published 1000 times before and hardly add anything new. Don't get me wrong, it's okay to use old information if it supports or helps explain new information.

825. The "Old Out, New In" Strategy

The "I will be removing older tips once a month..." strategy tells your prospects they better buy your information product or they are going to miss some key information that could help them gain their desired benefit easier. You could also tell them you'll be adding new tips once a month, which tells them your product will be regularly updated.

826. The "Goes Lower Everyday" Strategy

The "order within (no.) days and I'll put (\$) in your pocket..." strategy tells your prospects that you'll give them a discount on your price if they purchase within your specified time frame. You also could speed up the urgency by telling them the discount will get lower each and every day during the discounted time period.

827. The "We Like Critics" Strategy

The "even the critics recommend our product..." strategy tells your prospects that even people who are very picky product reviewers that criticize minute things about your product still recommend it. People will assume if the nitpickers who just criticized your product will purchase it, it will be good enough for them.

828. The "Writer Or Expert" Strategy

The "would you rather buy from a writer or an expert on the subject..." strategy tells your prospects that they should purchase your information product because most of your competitors just research and write about it. Most people rather buy "how to" information from people who actually walk the walk.

829. The "Land A Job" Strategy

The "this skill alone could land you a job..." strategy tells your prospects the skill(s) that they learn from your information product could even land them a higher paying career. You could even do a little research and tell them about job listings which are at some of the popular job sites. You could tell them that alone would more than pay for their investment.

830. The "Best For Last" Strategy

The "hold on, we've saved the best for last..." strategy tells your prospects that they shouldn't leave your page or order just yet because your offer gets even better. It's a great idea to highlight one of your strongest benefits or special offers. It could be your guarantee, bonuses, customer-only affiliate program, major benefit, etc.

831. **The "Last Try" Strategy**

The "okay, I'm giving in, I'll give you a free trial. Will that seal the deal?..." strategy tells your prospects at the very end of your sales letter or on an exit pop up that you will give them a free trial of your product. Just make it your last option because many people may buy before they see the free trial offer.

832. **The "Fast Start" Strategy**

The "order before (date) and you'll get the amateur and pro quick start guides..." strategy tells your prospects if they want to have a fast start to gain their desired benefit, they better order before that date. By having an amateur and a pro guide, it will persuade all your customers to buy early because they usually think they are either amateurs or pros, newbies or experts, rookies or veterans, etc.

833. **The "Never Seen This" Strategy**

The "I guarantee you've never seen it done this way..." strategy tells your prospects that your product will reveal or present a way to gain their desired benefit that they have never been exposed to before. People will be interested and curious about how you made your product different from all the other similar ones out there. It could be that you used different examples, presentations, materials, etc.

834. **The "Hello, Goodbye" Strategy**

The "say goodbye to (their problem) and say hello to (your product's benefit)..." strategy tells your prospects a creative way to think about how your product will improve their life. You'll mention the problem and the solution all in one line, along with some of the most used and branded words in the English language. It's catchy and really gives your offer a one-two punch.

835. **The "New Sale" Strategy**

The "just imagine getting tons of "You Just Made A New Sale!" notices in your inbox..." strategy gives your prospects a clear image of how it would feel if they joined your affiliate program. People really do get excited when they see those types of commission notices in their inbox. That mental vision of excitement could be enough to persuade them to promote your product.

836. **The "It's Reserved" Strategy**

The "this space is reserved for your testimonial..." strategy tells your prospects to assume they will have a success story for you if they purchase your product. You could have a little template on your sales letter for their testimonial, like: your picture goes here, your name goes here, your URL goes here, your audio buttons go here, your credentials go here, your web site or product name goes here, etc.

837. The "You For You" Strategy

The "it's been developed by a (type of person/profession) for a (type of person/profession)..." strategy tells your prospects that you understand their whole situation because you are the same type of person or have the same type of profession. It will allow them to trust you and your offer easier. For example, "It's been developed by a golfer for a golfer!" or "It's been created by a woman for woman!"

838. The "It Adds Ups" Strategy

The "this will free you up (no.) extra hours every year..." strategy tells your prospects how much time your product will save them over a whole year. It will really stun them because they likely didn't realize how much time they are losing over the long haul by not owning your product. So, if your product saves people 30 minutes a day (which doesn't seem like much), it would be around 182 hours a year or a total of 7 days. That's like a week of vacation a year or a week to do the things they really enjoy.

839. The "Make It Up" Strategy

The "make up any excuse and I'll give you 100% refund..." strategy tells your prospects that they can use your money-back guarantee to make up a reason why they want a refund for your product. It could be that their pet ate it, their kid threw it in the toilet, someone hacked into their computer and stole it, they accidentally sat on it, etc. You could also name your guarantee after a crazy refund request.

840. The "Busy Board" Strategy

The "as a bonus you'll get access to my forum with over (no.) posts..." strategy tells your prospects that your forum or message board is busy and has a ton of action on it. People will like to search the archives and see if they can find some information on how to get their desired benefit even faster with your product. You should also mention you post a lot on it too, so they will have a chance to post back and forth with you or that you'll personally answer some of their questions.

841. The "Easy Or Full" Strategy

The "choose the easy payment plan or pay in full..." strategy tells your prospects they can choose how much money they want to spend right away. You could make the first payment of the pay plan really low for people that are almost broke at the time (like a couple of bucks). You can also persuade people that have all the money to pay in full to do so at the time by making the price for the pay plan option a little higher.

842. The "Older Is Better?" Strategy

The "if a 99 year old great grandmother can do it, don't you think you could too?..." strategy tells your prospects that if she can do, they could too. You will instantly eliminate their limiting belief and their safety net excuse that they are too old to improve their life.

843. The "Two Thumbs Up" Strategy

The "if my product was a movie it would get two thumbs up..." strategy tells your prospects that you are comparing your product to another well-known product that gets rated in a certain way. Of course, you need to give your product the highest rating possible. Other products that get rated are hotels, restaurants, music, cars, etc.

844. The "Product Count Up" Strategy

The "you won't get 5, 15, 30, 60, but you'll get 100 (topic) products for only (\$)..." strategy tells your prospects they are getting a ton of products for a low price. The count up to how many products they will get helps get them excited about your offer.

845. The "Popular Fraction" Strategy

The "(your product's name) is only (\$), a fraction of what (a popular product costs)..." strategy tells your prospects that your product will give them the same benefits as a well-know expensive product. You can tell them that you've had positive feedback and people say it's even better than the high priced popular one.

846. The "One Sentence Benefit" Strategy

The "I can tell you in one sentence how to (your product's benefit)..." strategy tells your prospects all they will have to do is read one sentence to learn how to gain their desired benefit. It will trigger their need to read on down your sales letter because it doesn't take long to read one sentence. You simply reveal the sentence and explain how your product can help them put your one sentence advice to work.

847. The "Don't Be Surprised" Strategy

The "warning: don't be surprised if (an exaggeration of your product's benefit)..." strategy tells your prospects that your product will work so well that they may be overwhelmed with the results. For example, "Warning: Don't be surprised if you get so much traffic that you'll have to upgrade your web hosting!"

848. **The "Advanced Or Easy" Strategy**

The "it doesn't matter what your goal is to (an advanced benefit) or simply (an easy benefit)..." strategy tells your prospects that your product will help them with either the harder-to-achieve goals or the less-harder-to-achieve goals. You could also present them with two versions of your product, one for each benefit at different prices.

The "Future Look Back" Strategy

The "many years from now, how do you want to look back on your life?..." strategy tells your prospects to project themselves into the future and then look back into their past. Most people will want to see they have achieved all their goals and gained their desired benefits. Just tell them your product can help them with a few things when they look back on their life.

849. **The "Just Two Things" Strategy**

The "I've interviewed and polled a ton of (topic) experts through the years and I've found you only need two things to (your product's benefits)..." strategy tells your prospects that a couple of things they need to get are your type of product and a positive attitude. If they want to improve their life, they will be positive about purchasing your product.

850. **The "Successful Model" Strategy**

The "the more successful people you learn from the more successful you'll be..." strategy tells your prospects if they communicate with your customers that have already had success with your product, they will eventually too. You could offer them a way online or offline to communicate with those people via chat room, tele calls, blogs, forums, seminars, etc. You could even add up the years of experience of all the customers that have had success with your product. For example, they have over 20 years of experience with my product.

851. **The "Environmental View" Strategy**

The "click here to see a video tour of the hotel..." strategy tells your prospects that they can see video footage of the environment where your seminar event will be held. You could show them footage of the huge malls, gift shops, cool pools, fancy restaurants, hotel rooms, etc. The tantalizing visuals will make it hard for them not to purchase a ticket.

852. The "End Your Fear" Strategy

The "I'll show you how to end your fear of failure..." strategy tells your prospects that they shouldn't be afraid to improve their life because of fear of failure. You can tell them when they purchase your product, you'll be there to support them. You can tell them you and your product won't let them fail. Fear of failure is one of the biggest reasons why some people don't purchase certain products.

853. The "Worth The Cost" Strategy

The "the strategy on page (no.) alone is worth the cost..." strategy tells your prospects that one little piece of your information product is as valuable as the whole product. It could be said by you or someone in your testimonial. You could call it a tactic, strategy, tip, nugget, formula, trick, secret, etc.

854. The "Second Brain" Strategy

The "it's like getting a second (topic) brain for only (\$)..." strategy tells your prospects that you are comparing your advice, consultation or information product to a human brain. Most people believe a human brain is priceless for all that it can accomplish.

855. The "Simple Modification" Strategy

The "what if you could make a simple, quick (no.) (minute/second) modification to your life that would (your product's benefit), would you?..." strategy tells your prospects they can quickly and easily gain their desired benefit. By presenting it in a question format, they will likely say "yes," which is half the battle of getting them to buy.

856. The "Can You Afford?" Strategy

The "can you afford (no.) cents per day?..." strategy tells your prospects to mentally answer "yes" because most people can afford that amount per day. Tell them if they can't, they can make up for it by just cutting something minute out of their life (that is about the same cost per day as your product would average out to).

857. The "Favorite Places" Strategy

The "bonus: get a list of my personal (bookmarks/favorite places/links)..." strategy tells your prospects they can actually access the same web sites that you visit on a regular basis. Tell them you have bookmarks for discussion boards, e-zines, blogs, search sites, article sites, etc., which are related to their desired benefit.

858. The "Viral Replica" Strategy

The "bonus: get a replica of this (type of web site)..." strategy tells your prospects that if they purchase your product, you will give them a copy of your web site to use at no cost. Just tell them to modify it and upload the files to where their own web site is hosted. It could be your article directory, your forum, link directory, your freebie site, your product sales letter, etc.

859. The "Buzz Word" Strategy

The "there is a new buzz word this year called: (word/phrase related to your product)..." strategy tells your prospects that your product is related to a subject that is really popular right now. People will want to purchase it to see what the buzz they've been hearing is all about.

860. The "What's It Worth" Strategy

The "what does it cost, you ask? How much is this information worth to you?..." strategy tells your prospects to think about what your product, or the benefit of your product, is worth to them and gives them a persuasive suggestion to think about. For example: "What is it worth to you if my secret system makes you \$20,000 in one year?" This type of suggestion can also justify a high price tag.

861. The "It's Not Magic" Strategy

The "this (your type of product) isn't a magic wand, you have to (an action)..." strategy tells your prospects that your product will gain their desired benefit but they still need to put forth a little effort. It could be to free up 10 minutes a day, exercise once in awhile, study a little, read the instructions, etc.

862. The "Attention Down Under" Strategy

The "thanks for reading this far, I'm going to give you a gift for staying with me this long..." strategy tells your prospects that you are rewarding them for reading that far down your sale letter. You can mention that if they read farther down, they will get another surprise gift. If you keep giving them all these gifts, they may feel it's only proper to order.

863. The "View The Past" Strategy

The "check out the photos from our last event..." strategy tells your prospects to look at all the photos from your last live event and see what they could be doing at your next event. You could show pictures of people having fun, hugging, shaking hands, eating, smiling and laughing, taking notes, and of the speakers and their presentations, etc.

864. The "Don't Overwhelm Yourself" Strategy

The "warning: don't try every strategy at once..." strategy tells your prospects they will get overwhelmed if they try too many of the hundreds of strategies from your information product at once. Tell them to select a few strategies at first and implement them, then once they are in place to do a few more and to repeat that. It shows your prospects that you really care and want to help them gain their desired benefit.

865. The "Time Does Vary" Strategy

The "not everyone will (your product's benefit) in (no.) (minutes/hours/days/weeks/months)..." strategy tells your prospects that you can't guarantee they will get their desired benefit in the time you specified on your sales letter or in your product title. It could be because you don't know them, you don't know how motivated they are, etc. It shows them you're honest because they would probably be thinking the same thing too, so they might trust you even more and buy.

866. The "Why Waste Time?" Strategy

The "why would you waste your time trying to learn (your product's benefit) when (your product's name) will do it for you..." strategy tells your prospects they can save a lot of time by avoiding the learning process of gaining their desired benefit by purchasing your product. Tell them it really doesn't make sense to waste their time because they can never get that time back. Many people value their time more than money these days.

867. The "High Then Low" Strategy

The "you can finally (your product's benefit) without paying (\$ high no.)..." strategy tells your prospects you created an economical product that will remove the high costs of the way people used to get their particular desired benefit. Most people who continue to have to pay an outrageously high price for something they can barely afford will appreciate it, say thank you and order from you over and over again.

868. The "On A Mission" Strategy

The "I'm on a mission to create (no.) (types of person/professional)..." strategy tells your prospects to assume that if they purchase your product, they will be one of those people who gain their desired benefit. It shows your prospects that you have goals, which will make them think your product is the real deal, and will also make them think they can help you achieve your goal because you will help them reach theirs.

869. The "On Second Thought" Strategy

The "one part of you is probably saying to yourself „it's too good to be true“ and the other part of you is saying „I hope it's true“..." strategy tells your prospects what they are likely thinking about your offer. You just need to lean their thinking towards the second thought so they will buy. Any kind of incentive could accomplish this, like a freebie, strong guarantee, limited time low price, etc.

870. The "Flying Monkey" Strategy

The "orders are flying in..." strategy tells your prospects that you are selling a ton of your products. You can tell them you can hardly keep up and you feel guilty that it's so easy to make all this money so you want to share it with them. You can offer them access to your affiliate program or offer the resell rights to your product.

871. The "It's Really Less" Strategy

The "it's only (\$) (no.) but wait, if you order today you'll get it for (\$) (no.)..." strategy tells your prospects that your product is a certain high price then tell them you are going to give them an instant discount for a particular reason. It could be that it's a marketing test, an introductory offer, it's your business's anniversary, you're making room for a new product line, etc.

872. The "No Disappointment" Strategy

The "just give me till the end of this letter to prove it to you, I promise you won't be disappointed..." strategy tells your prospects that you are going to present them with a ton of evidence that your product does what you say it does. Plus you are promising them they will like your product and they will assume that it's true or you wouldn't stake your reputation on it.

873. The "#1 Authority" Strategy

The "I consider (name) the world's #1 authority on (topic)..." strategy tells your prospects that you think that the affiliate product owner of the product you are selling is the top expert in his field. You could give them something like an article, free e-book or special report that the person wrote which will prove your point and persuade them to buy through your affiliate link.

874. The "Reason For A Compliment" Strategy

The "if you've read this far, you are (type of person)..." strategy tells your prospects the type of person they are for reading so far down your sales letter. Your goal is to compliment them and indirectly motivate them to buy. You could tell them they are intelligent for reading this far, you see they have a burning desire to improve their life, they have a winning attitude, etc.

875. The "I Almost Gave Up" Strategy

The "I was ready to give up, until I followed (his/her) advice..." strategy tells your prospects once you started learning and receiving advice from a particular expert, your situation improved more and more each and every month. By telling them this, they will be persuaded to purchase your mentor's product through your affiliate link.

876. The "Can't Wait To Hear" Strategy

The "I look forward to hearing all about how your life has improved..." strategy tells your prospects that you can't wait to have them tell you about the benefits they received from your product. People will think that there is no way they can fail with your product because you are assuming that they are going to tell you their success story.

877. The "Fatal Flaw" Strategy

The "discover the critical flaw that's hidden in every one of my competition's products..." strategy tells your prospects that you found an under-the-radar problem with your competition's product. You can tell them the fatal flaw you found and tell them you designed your product so that it wouldn't have that type of problem.

878. The "2 + 2 = 4" Strategy

The "(no.) (+) (no.) will always equal (no.), just like our product's results..." strategy tells your prospects that a mathematical problem always ends with the same result, just like if they owned your product. For example, you could create your own math problem with words, like: My Product + Your Commitment = Your Success.

879. The "Apprenticeship" Strategy

The "I'm looking for (no.) start-up business apprentices to mentor for no cost..." strategy tells your prospects that you will help so many people become successful business owners for no up front costs. You could make money by asking for a percentage of the income they make from their new business for the first year. You can tell them if they aren't successful, you won't be successful either. If you do charge an up front cost, tell them it's because you want to know that they are serious.

880. The "Trial And Error" Strategy

The "I had to learn through trial and error, so you should do much better..." strategy tells your prospects that you got your desired benefit without your product or the affiliate product that you are promoting. You can tell them now that there is a product to help people like you and that they should have a huge advantage and a way easier time reaching their goal than you did.

881. The "Hard Work Of Others" Strategy

The "you can benefit from the hard work of (product owner's name)..." strategy tells your prospects about all the hard work the affiliate product owner went through to create the product you are promoting. People will see how much hard work went into the product and increase their perceived value of it.

882. The "Years Of Notes" Strategy

The "bonus: you'll get my years of detailed notes about (your product's benefit/topic)..." strategy tells your prospects that they will get your detailed notes of certain information products that you have studied for years that will give them their desired benefit. It could be notes from books, courses, audio books, seminars, teleseminars, articles, Internet sites, etc.

883. The "Dictionary" Strategy

The "bonus: you'll get definitions of (topics)..." strategy tells your prospects that if they purchase your product, you will give them an information product of definitions so they can better understand a related subject. This type of special bonus may attract newbies to buy because they will see that they will understand everything that is explained about reaching their goal.

884. The "Diamond And Rock" Strategy

The "the difference is like between a diamond and a rock..." strategy tells your prospects an easier way they can see the difference between your product and your competition's product. For example, if your product is faster, you could say the difference is like between a cheetah and a turtle.

885. The "Accusations" Strategy

The "beware: after owning this product you could be accused of (an exaggerated action)..." strategy tells your prospects that your product works so well someone might accuse them of cheating or taking the easy way out to improve their life. For example, if you're selling a weight loss product: "Warning: You might be accused of having liposuction after using this plan!" It can grab their attention and actually persuade people to buy.

886. The "President Speaks" Strategy

The "as the president of (business name) I can certify that..." strategy tells your prospects that a high up representative of a highly recognized, authoritative business issued a statement that backs up your product's claims. People tend to take and follow the advice of people that have a title of success, like: President, CEO, MD, etc.

887. The "I Hate To Think" Strategy

The "I hate to think what my life might be like had I not bought (affiliate product's name)..." strategy tells your prospects you don't want to imagine what things would be like for you if you didn't gain your desired benefit with the affiliate product. If it was a money-making product, you could say negative things like, I'd likely be working 2 minimum wage jobs, in credit card debt and have no time to enjoy life or my family.

888. The "This Is True" Strategy

The "this is a true story..." strategy tells your prospects a real-life story that will help persuade them to purchase your product. The story could start at the top of your sales letter and lead into your product offer. They will be entertained and will want to learn more about your product. You could set up your sales letter in a way to make it look like they aren't even reading an ad till they get to your product offer.

889. The "Years Or Minutes" Strategy

The "spend years making mistakes or spend (no.) (minutes/hours/days/weeks) with me..." strategy tells your prospects they will save time if they purchase your help, advice, instructions or consulting to gain their desired benefit. It could be in person, via the phone, via a video webcast, etc. People will jump at the chance to shed years of frustration.

890. The "It Could Be You" Strategy

The "this could be you: (a picture of a person benefiting from your product)..." strategy tells your prospects to imagine that they are the person in that picture. For example, if you're selling an Internet marketing type product, you could show a picture of a famous Internet marketer or a marketer holding a bunch of money.

891. The "Value Through Time" Strategy

The "since (month) (year), we've add well over (\$) worth of (types of products/information)..." strategy tells your prospects that if they purchase your product package or membership site, it will just become more and more valuable over the months and years. You could even list every item you've added since that time.

892. The "Don't Tell Them" Strategy

The "his/her former customers would be furious if they knew I was giving it away at this price..." strategy tells your prospects that they are getting the affiliate product you are promoting for way less than what the product owner charges his customers. You can even make it seem like a secret - "Please don't tell his customers that you are getting it for this low of price because it could create a riot!"

893. The "Hear It Out Loud" Strategy

The "click here to hear this message out loud..." strategy tells your prospects they can listen to or watch your web site message, message or sales letter instead of reading it. People can choose which way they want to receive your message. They will be more persuaded by your sales pitch if it's in the format they prefer most.

894. The "I Hired Help" Strategy

The "I didn't realize the demand of my product would be so great. I've hired more people to help me so I can extend my offer to people who missed out the first time..." strategy tells your prospects you were only going to sell so many copies of your product but you sold out so fast, many people didn't get a chance to get a copy. Now you can give those people that missed out the first time another chance because you've employed extra people to help you.

895. The "Vanishes After Pre-Launch" Strategy

The "this bonus won't be available after the pre-launch phase..." strategy tells your prospects the bonus won't be offered if they wait till after the official launch starts. You can tell them the date when the official launch begins, the retail value of the bonus and also mention the price of the main product will be lower during the pre-launch phase.

896. The "Multiple Commissions" Strategy

The "(no.) ways to make commissions..." strategy tells your prospects that you offer multiple ways for them to make money with your affiliate program. You could offer commissions on your front end product, upsell products, one-time offer, backend products, resell rights to your front end product, etc. You can tell them their link will be included in all your marketing communications pop-ups, members area offers, exit ads, etc.

897. The "See The Standings" Strategy

The "go see the top (no.) affiliate standings so far..." strategy tells your prospects to go and check out how the other J.V. partners compare to them. They can also see if they are in contention for a prize or the top prize for being one of the top affiliates. If they are close, they will usually go all out to sell your product for you.

898. The "It's Leaking Everywhere" Strategy

The "my secret product launch for (date) was leaked out by a few of my J.V. partners..." strategy tells your prospects that you are releasing a new product on a specific date and they really weren't supposed to know about it. You can tell them that people have been asking you all kinds of questions about it and they are creating a buzz of rumors and gossip, so you are going to give them a sneak preview of your sales letter or a sample of your product. It will give a little tease and that could make them salivate till your launch.

899. The "Achieved My Goal" Strategy

The "can you do me a favor? Can you help my product become the 1# best seller at (product outlet) ..." strategy tells your prospects that you have a goal to own an official top selling product rated by a particular product distributor. You can tell your joint venture partners you'll give them way over the normal 50% commissions, tell them how your product converted on your little test launch, tell them they can win prizes for being the top affiliate, tell them they'll get a free copy of the product before the general public can see it, tell them your projection of earnings for an average affiliate with a specific marketing resource, etc.

900. The "Stop Watch Challenge" Strategy

The "I challenged (no.) top (topic) experts to (a benefit) in (no.) (minutes/hours/days/months)..." strategy tells your prospects that they would love to know the exact strategies these experts used to get the benefit they would like to have so quickly. You could compile the results of your challenge and document how the experts did it in an information product format. You could sell it or use it as a bonus for a related product.

901. The "Are You Thinking?" Strategy

The "do you have any of these thoughts?..." strategy tells your prospects to read a list of things that they likely think about. For example, "You are very eager to (your product's benefit)", "You don't know exactly how to start doing it", "You are confused about the steps you have to take", "You have less than \$(no.) (the price of your product) to spend", etc. You can then explain to them how your business and product will help them ease all those thoughts.

902. The "It Finally Hit Me" Strategy

The "I brainstormed for over (no.) (weeks/months/years) to figure out how to help you and it finally hit me..." strategy tells your prospects that after all that time, you came up with an idea for a product that will help them gain their desired benefit. People will feel honored that you took up your valuable time to come up with a solution to their problem.

903. The "Famous Appearance" Strategy

The "bonus: a celebrity (actor/speaker/guest)..." strategy tells your prospects that they can see and/or hear an actual celebrity who is either related or not related to your product or business. It could be a famous actor/actress, musician, comedian, dancer, magician, etc. They could appear at your seminar, be a guest on one of your teleseminars, be speaking on one of your webcasts, etc.

904. The "Proof Before Pitch" Strategy

The "see all these testimonials, now do you want to see what all this is about?..." strategy tells your prospects that you've got a ton of testimonials for your product. You then just ask them if they want to see the product and the sales letter. You're just allowing the testimonials to speak for your product before they see your actual sales pitch or full offer.

905. The "Unlimited License" Strategy

The "you can install it on as many web sites/computers as you want..." strategy tells your prospects that they will get an unlimited site/computer license with your software product. You could also offer a lite version of your software for a lower cost that can only be used on one web site/computer.

906. The "A Few Steps Ahead" Strategy

The "it seems he/she is always a few steps ahead of the other experts..." strategy tells your prospects that the owner/expert of the affiliate product you are promoting is ahead of the pack when it comes to helping them reach their intended goal. You can tell them he/she is always testing, learning and searching for new ways to stay ahead of the competition. Most people rather buy from a product owner who is always trying to make his products better.

907. The "Buy This First" Strategy

The "from now on anyone that wants to (the benefit) I'll tell them to buy this first..." strategy tells your prospects that you'll recommend the affiliate product to anyone that wants to gain a particular desired benefit. People will realize that the product must have worked great for you if you are making such a strong statement and commitment.

908. The "Secret Identity" Strategy

The "you can find out who wrote this testimonial inside, you'll be surprised..." strategy tells your prospects that you are only revealing the identity of the author of a certain testimonial to paid customers. They will be curious to find out who it is and why you didn't reveal it to them for free. You can tell them that the testimonial inside has a picture of them, as well as an audio and/or video message.

909. **The "Good Advice" Strategy**

The "if you've read my advice for any amount of time, you'd realize I always recommend good products..." strategy tells your prospects to think back when they ordered an affiliate product from you that helped their lives. Once they have that feeling, it will be easier to sell your next product recommendation.

910. **The "Search Party" Strategy**

The "a time-saving search feature is included..." strategy tells your prospects that they get a search feature with your information product that will allow them to skip over and pick and choose the parts they want to read. Most info-products are 95% old information presented differently with 5% new information and it will allow them to go straight to the good stuff.

911. **The "Hit A Nerve" Strategy**

The "this free e-book may be disturbing..." strategy tells your prospects that your free information product could be offensive and controversial. They will want to read it just see why it could hit a nerve with them. Of course, you can always present your main product offer inside your free information product.

912. **The "Fast Forward, Rewind" Strategy**

The "you will also get the audio and video version..." strategy tells your prospects instead of reading your information product, they can listen to and watch it. People will like the fact they will be able to fast forward, rewind, pause, and click to which ever part of your information they want to learn.

913. **The "Don't Be Abusive" Strategy**

The "do not abuse this highly sensitive information..." strategy tells your prospects that your information product could be lethal if used unlawfully. Many people will want find out just how powerful your information is and how it will allow them to gain an unfair advantage for getting their desire benefit.

914. **The "Don't Give Up" Strategy**

The "are you about ready to give up? Don't just yet..." strategy tells your prospects they shouldn't give up hope that they will reach their goals because the affiliate product you are promoting can help them. Tell them you were at that point once before you discovered this product.

915. **The "1 To 10" Strategy**

The "on a scale of 1 to 10 with 1 being (not bad at all) and 10 being (really bad), how bad do you want to (your product's benefit)..." strategy tells your prospects to view their situation on a scale of 1 to 10. It will clearly, visually and mentally show them just how bad they need your product to gain their desired benefit.

916. **The "They Got Gifts" Strategy**

The "check out our joint venture partner's bonuses..." strategy tells your prospects that the affiliates that you recruited to promote your product are offering their own personal bonuses if you buy through one of their affiliate links. So, if your list doesn't buy from you, they may buy through one of your joint venture partner's links because they would like to get extra bonuses.

917. **The "Phase 2" Strategy**

The "check out phase 2 of our product launch..." strategy tells your prospects that you changed your initial product offer. A second phase could create some of the excitement you had when you first launched. It could be that you added new bonus products, added an easy payment plan for people who couldn't afford it before, etc.

918. **The "Buzz Is Coming" Strategy**

The "tomorrow, tons of people will talk about this product and web site, go get a sneak preview..." strategy tells your prospects that something big is going to launch the next day and they can visit your web site to see the sales letter about it. It's a great way to get people excited and will effectively pre-sell your product. Also mention to them to really read and study the sales letter so they don't miss what you are going to be offering.

919. **The "Pirate Map" Strategy**

The "there is a hidden treasure link somewhere on this page..." strategy tells your prospects to scroll and scan through your whole sales letter to find the secret link. While they're searching for it, your product offer may catch their eye and persuade them to buy. The hidden treasure link could be a link to your free affiliate program where they can earn commissions selling your product.

920. **The "Forget The Hype" Strategy**

The "forget all the hyped up techniques that work today and fail tomorrow..." strategy tells your prospects to forget about your competition because their product won't stand the test of time. They will start to believe that your competition's sales letter is all hyped up and won't believe them any more if you show them some undeniable proof.

921. **The "Lifetime Revival" Strategy**

The "it will never go out-of-date..." strategy tells your prospects that if they purchase your product, it will be constantly updated, revised, and expanded for as long as they own and use it. You could also mention that all the updates will be free of charge. You could have them come to your web site to re-download it if it's a digital product or ship the new version to them if it's a physical product.

922. **The "Here's Your Clue" Strategy**

The "grab (no.) free excerpts from my new upcoming mystery product..." strategy tells your prospects that they can read a small piece of your information product before it's launched. People will want to read it to see if they can get any clues as to the name of the product or how it will help them overall.

923. **The "Instant Education" Strategy**

The "get a (\$) (no.) education in (no.) (minutes/hours)..." strategy tells your prospects that your new information product will tell them step-by-step how you made a certain amount of money. People think that going to school or college is a long, expensive process but this way they will get an education that will help them earn a living in a short time.

924. **The "Reserve Your Purchase" Strategy**

The "it only costs a (\$) non-refundable deposit to reserve your copy..." strategy tells your prospects that you are only selling so many copies of your product when it's launched and they can pay a small fee to reserve their copy in case it sells out before they get a chance to purchase it. You can tell them they only have so long to buy it once it launches or they will lose their spot and deposit. It will get people to strongly commit to ordering your product once it's launched.

925. **The "Still The Leader" Strategy**

The "on (date), the original (your product's name) was launched and we're still the leader in (your product's benefit)..." strategy tells your prospects that your business has been around awhile and has sold a lot of products to still be in business. You can also mention you are releasing a new version soon to stay current with the new technology available.

926. **The "Just Like New" Strategy**

The "the almost like a new sale - (no.)% discount..." strategy tells your prospects that you are selling your older physical products that have not sold out for a lower than normal price. You could tell them that the products consist of returned products that were only used once, products that fell off the shelves and which might have small scratches or dents, products that you used before you sold them, etc. You can also guarantee that they will all work like new.

927. **The "Almost Live" Strategy**

The "as you know, our seminar completely sold out but we recorded it..." strategy tells your prospects that if they didn't get to attend the event or they were an attendee who wants a copy, they can purchase the DVD version. To make it more valuable, tell them you will never repeat the event again and that it was recorded by a professional film producer. You could also include footage of some of the closed door discussions or masterminds if you have all the people who were involved sign off on it.

928. **The "Far-Fetched Offer" Strategy**

The "(a benefit) in (no. - an unbelievable time period)..." strategy tells your prospects that you are telling them something that is far-fetched or exaggerated. You can follow up by telling them if they believed that headline, you have a piece of land on the Moon to sell them. They will get a kick out of it and then you can tell them about your real offer. It will lower their buying defenses and gain their attention because you're joking around with them.

929. **The "No. 2 Is Coming" Strategy**

The "I'll be releasing the 2nd version of (your product's name) on (date)..." strategy tells your prospects that you've updated your product. You could even give them a discount if they bought the first version of your product. Plus, you should tentatively mention all the upgrades and changes you've done so there will be a little bit of mystery about it till it launches.

930. **The "One Fails, One Succeeds" Strategy**

The "two people buy the same product but why does one succeed and one fail?..." strategy tells your prospects you are going to reveal why some succeed and some fail with your product or any other product. You can tell them it's because the one who succeeds has a strong desire, is totally committed, takes risks and is very motivated. By just mentioning those qualities, people will actually start using them to get up enough nerve to purchase your product.

931. **The "100 To 1" Strategy**

The "(action) (no. - high) (subjects/tasks) as easily as 1..." strategy tells your prospects that your product will allow you to handle many tasks just as easily as one. For example, cut 20 potatoes as fast and easy as cutting just 1. Another example, manage 100 customer orders as easily as one customer order.

932. **The "No Skills" Strategy**

The "how anyone with no (topic) skills can..." strategy tells your prospects that even they can use your product to gain their desired benefits. It also tells them that they don't need any special training or skills.

933. **The "Don't Share" Strategy**

The "(no.)% of all (topic) experts won't ever share this with you..." strategy tells your prospects that they are missing out on an important piece of information. They will want to buy your product in order to find out about it.

934. **The "Avoid Mistakes" Strategy**

The "(no.) mistakes you must avoid to..." strategy tells your prospects they must purchase your product in order to not make those mistakes. People don't want to make mistakes that could jeopardize their desired benefit.

935. **The "A Few Minutes" Strategy**

The "in the next few minutes you're going to..." strategy tells your prospects that in just a few minutes you are going to reveal a valuable piece of information or tell them how to get their desired benefits.

936. **The "That's False" Strategy**

The "nothing could be further from the truth..." strategy tells your prospects that whatever they heard about a certain piece of information isn't true. You could present them with some convincing evidence why your product can help.

937. **The "Difference" Strategy**

The "the difference between (person/business) and (no.)% of other (person/business) is..." strategy tells your prospects why you or your business is better than most of your competition. You could show them some proof which is beyond doubt why you or your business is better.

938. **The "Famous People" Strategy**

The "my client list includes (celebrities, experts, etc.)..." strategy tells your prospects that even the top people in your particular field purchase your product. People will think if those types of people buy, they should too.

939. The "Fast Use" Strategy

The "the best part is (topic or product) takes minutes to implement..." strategy tells your prospects that your product won't take long to use or work. People are busy and want things to as work quickly as possible.

940. The "Sneaky" Strategy

The "I'll show you a sneaky way to use..." strategy tells your prospects that your product will teach them a clever, covert way to gain their desired benefits. People like to gain an advantage to improve their lives.

941. The "Big Caution" Strategy

The "why you should never (the action)..." strategy tells your prospects that they will learn why they should use caution doing a specific task. You could also relate it to them using your competitor's product.

942. The "Repetition" Strategy

The "here's exactly what you get when you purchase..." strategy tells your prospects a brief, persuasive summary of everything you told them they would get early in your ad copy. Repeating the major benefits of your product package can increase your sales.

943. The "Price Takedown" Strategy

The "the price of (product) isn't even \$(no.) Or \$(no.). Or even \$(no.). It's only \$(no.)..." strategy tells your prospects how reasonable the original price is for your product but you just keep lowering it. People get excited when the price just keeps going down and down.

944. The "This Or This" Strategy

The "you can either do nothing and (bad result) or you could (good result)..." strategy tells your prospects purchasing your product is better than not purchasing your product. It also gives them a choice. Most people won't choose to keep doing something which makes their situation bad.

945. The "Just One" Strategy

The "just sell one of these products and you are in profit..." strategy tells your prospects that even if they purchase your whole package of products, they can make their money back by selling just one of the products. Of course you would be offering full resell rights to the products.

946. The "Stop And Start" Strategy

The "isn't it time you stopped (bad action) and started (good action)..." strategy tells your prospects that if they keep doing what they are doing, they will never get their desired benefit. It tells them they can get their desired benefit by buying your product.

947. The "Why Do That?" Strategy

The "why manually (the action) when it can be done automatically..." strategy tells your prospects that your product will make their lives easier. They will be able to gain their desired benefit with little or no effort.

948. The "Is Free Better?" Strategy

The "be forewarned there are many free (product types) out there. But you only get what you pay for..." strategy tells you prospects that they can get similar products for free but they are low quality. You are building trust by being honest and selling your product at the same time.

949. The "Live Alone" Strategy

The "can you live with yourself if..." strategy tells your prospects to think about the future if they decided not to gain their desired benefits. Just tell them that your product can change all of that.

950. The "Can I?" Strategy

The "can you really (your product's benefit)? the answer is yes..." strategy tells your prospects a question they would likely have asked themselves or other people before. Once you tell them "yes," back it up with unquestionable proof that your product works.

951. The "I Know" Strategy

The "besides myself, I personally know dozens of people who are..." strategy tells your prospects that not only you are gaining benefits from your product but so are people you know personally. You could list a couple of those people's testimonials below that type of statement.

952. The "Learning Works" Strategy

The "after years of testing, I've learned what works and what doesn't..." strategy tells your prospects that you have finally developed a product that works. People will place a value on your time and effort.

953. The "Waste Your Time" Strategy

The "I wouldn't waste your time (gaining the benefit) unless you..." strategy tells your prospects that they would be just wasting their time trying to improve their life without your product. It's simple persuasion, people really value their time.

954. The "I'm Not Wrong" Strategy

The "now don't get me wrong, these are great products but..." strategy tells your prospects that your competition's products are good but yours is better. You need to tell them some credible facts that back up your claims.

955. The "Uncomfortable" Strategy

The "you may not be completely comfortable using my product..." strategy tells your prospects that your product is so effective that it will give them an unfair advantage. You could tell them that other people and their competitors will be angry, envious and jealous.

956. The "Fresh Brain" Strategy

The "buy now while it's still fresh in your mind, it will only take a minute..." strategy tells your prospects that if they leave now and put off purchasing your product today, they could forget. If they are going to leave because they are in a hurry or busy, they may think "well it will only take a minute."

957. The "Searching" Strategy

The "if you've been searching for an opportunity to (the benefit), this is exactly what you've been looking for..." strategy tells your prospects that your product will give them the benefits they have been endlessly hunting for. It usually takes people awhile to find the perfect product that actually works.

958. The "Are You Ready?" Strategy

The "are you ready to (the benefit)...? If you answered yes, then this may be the most important letter that you'll read..." strategy tells your prospects to mentally answer yes to the question and persuades them to be open to your sales letter.

959. The "Face It" Strategy

The "let's face it, the (topic) is changing all the time..." strategy tells your prospects that in order to gain or maintain their desired benefits, they need to buy your product. Some markets and industries are constantly changing at lightning speeds, which means they need new products.

960. **The "I Spent" Strategy**

The "I spent \$ developing (your product) but I'm going to offer it to you for much less than that..." strategy tells your prospects that they can buy your product for a mere fraction of what it cost you to create.

961. **The "You Do, I Do" Strategy**

The "I want to see you succeed because when you do, I do..." strategy tells your prospects that it will help your business if they gain their desired benefits. You could get order pulling testimonials and positive word-of-mouth marketing.

962. **The "Worth More" Strategy**

The "these free bonuses are worth more than double your investment in (your product)..." strategy tells your prospects they are getting a great bargain. In a way, you are telling them they are actually making money by purchasing your product.

963. **The "No, No, No" Strategy**

The "no hidden fees, no monthly fees, no set up fees and nothing else you ever have to buy..." strategy tells your prospects that they will only have to pay a one-time fee for your product. People hate spending money on fees that they think businesses add on for no real reason.

964. **The "Cost You" Strategy**

The "there has been a major change of (topic) that has cost (your target audience) thousands..." strategy tells your prospects if they don't purchase your product, it could cost them a lot of money or profits. People like to avoid losing money and will see your product as the solution.

965. **The "Thinking" Strategy**

The "you're probably thinking that (a negative buying thought)..." strategy tells your prospects that you know they are reinforcing their buying defenses as they read your ad copy. Most people that read ads do that. They will be surprised that you know what they are thinking and listen to your offer.

966. **The "Less And More" Strategy**

The "you'll be spending less time on (negative actions) and more time concentrating on (positive actions/benefits)..." strategy tells your prospects that your product will not only save them time but also save time from frustrating tasks or feelings.

967. The "Everyone Buys" Strategy

The "I wanted to make sure that it would be available to everyone at a very affordable price..." strategy tells your prospects that even they can afford your product. If they can't, they may find a way to purchase it anyway to be on the same level as everyone else.

968. The "Total It Up" Strategy

The "see the retail value of each product - see the package is worth at least \$(no.)..." strategy tells your prospects the value of each product and shows them the total value. You could use a professional price chart table on your web site.

969. The "What's The Catch?" Strategy

The "so what's the catch? Why am I almost giving this product away?..." strategy tells your prospects why your product price is so low. Sometimes people think low priced products are junk so you need to give them a believable reason why your price is so low.

970. The "Don't Wait" Strategy

The "don't wait another second as I may just pull the bonuses (worth \$) at any time..." strategy tells your prospects that they may miss out on the free bonuses if they don't order now. It will be hard for people to walk away without ordering if they really like your bonuses.

971. The "Yes, I Agree" Strategy

The "Yes! I am taking advantage of this special introductory offer..." strategy tells your prospects to agree to ordering your product and that your low price or special offer is only good for a short time at the beginning of your product launch.

972. The "Customer Letter" Strategy

The "I've just received an letter from a customer telling me..." strategy tells your prospects that one of your customers has contacted you and told you how well your product works. You could publish their whole letter as proof. But get permission first.

973. The "Hard Thoughts" Strategy

The "it's not as hard as you may think once you..." strategy tells your prospects that it won't be as difficult as they think for them to gain their desired benefits using your product. People like things to be as easy as possible to improve their life.

974. The "Stop Messing Around" Strategy

The "are you ready to stop messing around with those get rich quick schemes..." strategy tells your prospects that your moneymaking product isn't some get rich quick scheme. You could show them screenshots of your income accounts, provide testimonials and offer a money-back guarantee.

975. The "No Competition" Strategy

The "there is little or no competition to deal with..." strategy tells your prospects that if they buy your money making product or resell the product, there isn't a lot of competition. You could have a limit placed on how many you will sell so the market doesn't get saturated.

976. The "No.1 Seller" Strategy

The "it's the absolute #1 best selling product on..." strategy tells your prospects that your product must be good if it's a best seller. You just need to tell them a reputable, recognizable place where it can be found as a best seller.

977. The "Shock And Surprise" Strategy

The "shocking ways that will show you, step-by-step how to..." strategy tells your prospects that your product will give them advice that will show them how to gain their desired benefit. It also tells them the advice will surprise them and they will think they've never heard it before.

978. The "Professional Help" Strategy

The "I have hired a professional (occupation) to (action) my product..." strategy tells your prospects that you employ people that are highly qualified to make your product better. It will increase the perceived value of your product.

979. The "That's Not All" Strategy

The "but wait! That's not all, there is a whole lot more..." strategy tells your prospects that even after your huge list of product benefits, there is still more stuff in store for them. It could be bonuses, discounts or even more benefits.

980. The "Sound Familiar?" Strategy

The "(your prospects' problems) and if any of this is starting to sound familiar, then you really do need to..." strategy tells your prospects the problems they are likely having trying to get their desired benefit. They will know you're right and become interested in your product as a solution.

981. The "No Exceptions" Strategy

The "sorry there are no exceptions! Once this sale ends, this page will be removed..." strategy tells your prospects that they won't be able to get your product or your special price when the sale ends. Sometimes people assume you will give in and give them product anyway, even if the sale ends.

982. The "Sick And Tired" Strategy

The "you're so sick and tired of going around in circles..." strategy tells your prospects that you know they are going from one product to another trying to gain their desired benefit. You just need to persuade them that your product will break that cycle and they will finally be satisfied.

983. The "Winners From Losers" Strategy

The "(your product name) separates the winners from the losers..." strategy tells your prospects that your product will make them a winner. People like to win things, especially their desired benefits. People don't like to be labeled or seen as losers in any way.

984. The "Dispel Myths" Strategy

The "I would like to dispel some of the myths about..." strategy tells your prospects that they're likely believe information that isn't true. People will likely be relieved after finding out that some of the information is false and your product can help them.

985. The "Subconscious Yes" Strategy

The "are you finally sick and tired of being (problem)..." strategy tells your prospects to subconsciously answer the question. Of course they will usually say yes in their mind. Getting your prospects in a yes set is one of the best ways to secure a sale.

986. The "Have Problems?" Strategy

The "you absolutely must purchase this product if you're (a list of problems)..." strategy tells your prospects all their likely problems. You need to tell them how your product will solve each of those problems. People like to know exactly how your product will settle each of their individual problems.

987. The "Reverse Benefits" Strategy

The "you shouldn't purchase this product if you don't want (a list of benefits)..." strategy tells your prospects the benefits of your product. People will have to disagree with the statement and purchase it because they'd likely want those benefits.

988. The "Everything You Need" Strategy

The "get everything you'll need to know when it comes to..." strategy tells your prospects that your product will give them all the information they will need in order to get their desired benefits. People don't want to buy a ton of products in order to accomplish one goal.

989. The "Don't Have Room" Strategy

The "there are way too many benefits to list on this page..." strategy tells your prospects that you haven't even listed all the benefits of your product. It will be a mystery as to which ones aren't listed. It will make people buy just to see the rest of the benefits.

990. The "Most Charge" Strategy

The "as you know, most businesses charge hundreds of dollars for (the benefit) but what if you don't have that kind of money..." strategy tells your prospects they can still gain their desired benefit even if they couldn't afford it before.

991. The "Regardless Of" Strategy

The "regardless of your age, sex or social background..." strategy tells your prospects it doesn't matter how old they are, if they are a man or woman or where they're from, they can improve their life with your product.

992. The "Don't Know About You" Strategy

The "I don't know about you but I'm always trying to improve my life..." strategy tells your prospects that you're improving your life and they should too with your product. They may want to model you by purchasing your product and making their life better.

993. The "Only For You" Strategy

The "for my prospects only, this offer is only for you, don't share it with others..." strategy tells your prospects that they are a privileged group of people. It tells them you care about their business. They will like the fact that your special price, bonus or offer is only for them.

994. **The "From - To" Strategy**

The "how (person's name) went from (problem) to (benefit) in only (time it took)..." strategy tells your prospects that you are going to tell them a real life story about yourself or one of your customers. People like reality T.V. shows and that holds true with real life stories too.

995. **The "Down To Earth" Strategy**

The "despite my success, I'm one of the most grounded, down to earth people you'll meet..." strategy tells your prospects that you don't have a big head like some successful business people have. People like to buy things from people that don't look down on them.

996. **The "Who Else Wants" Strategy**

The "who else wants to (your product's benefit)..." strategy tells your prospects that other people have already had good results with your product. They will want to follow in those people's footsteps.

997. **The "Pass You By" Strategy**

The "please don't let this amazing deal pass you by..." strategy tells your prospects that if they don't buy now, they may miss out or have to pay a higher price later on. Most people have experienced passing on an opportunity then later changing their mind and finding out it's been discontinued or priced higher than before.

998. **The "Coded" Strategy**

The "I've finally cracked the code too easily..." strategy tells your prospects that you have figured out how to gain a benefit that they have been searching for. Your product will be saving them time and money because they won't be trying out other products that don't work.

999. **The "It Isn't" Strategy**

The "I want to take this time to let you know what (your product name) is not..." strategy tells your prospects a list of negative things that your product isn't related to. This can really counter some people's product stereotypes. For instance, what comes to your mind when you see a product that has "MLM" in the ad?

1000. The "Years Ago" Strategy

The "I've been (experience that relates to your product) since (year)..." strategy tells your prospects that (if you've done it for a long time) you have a lot of experience helping people gain their desired benefit. They will trust you instead of someone that has less experience.

1001. The "Shockwave" Strategy

The "(your product name) is sending shockwaves through the whole (your niche) community..." strategy tells your prospects that your product is getting a lot of publicity and attention from its marketplace. You could mention things like your competition is stunned you released it, all the big name gurus are promoting it, you are getting asked to do interviews, etc.

1002. The "Secret Weapon" Strategy

The "do you ever wonder how other people are (your product's benefit) and you're not..." strategy tells your prospects that these people's secret weapon is using your product. Your prospects will want to have the same advantage as they do.

1003. The "Sound Impossible?" Strategy

The "how would you like (the benefit) without (a negative task), sound impossible?..." strategy tells your prospects they can benefit and remove an unusual, unwanted action that usually goes along with your competition's product.

1004. The "Loyalty" Strategy

The "you'll get a loyalty bonus for those customers that..." strategy tells your prospects that if they purchase your product and make another purchase in the future, they will get another additional bonus. It could be to stay a paid member for so long, upgrade their product during a certain length of time, buy your back-end product, etc.

1005. The "Know The Best" Strategy

The "most successful (type of people or professionals) know that the best way to (the benefit) is to..." strategy tells your prospects that almost everyone else already knows that the best way to gain the desired benefit is to own your product.

1006. The "Unbelievable Honesty" Strategy

The "I know it sounds too good to be true but you are going to have to trust me on this..." strategy tells your prospects what they are likely thinking if your offer sounds unbelievable. You need to tell them why you are honest and they should believe you.

1007. The "Refund Exposure" Strategy

The "can you guess how many of my customers have asked for a refund? (a low number) out of (a high number)..." strategy tells your prospects that your product must work. They will see that very few people (if any) have asked for a refund.

1008. The "Enough Time" Strategy

The "don't have enough time? Nobody really does! I don't..." strategy tells your prospects that almost no one, not even yourself, has enough time to gain all their desired benefits. Tell them it takes less than (no.) seconds, minutes, hours, days, etc., of their time to reach their goal with your product.

1009. The "Cost Of No" Strategy

The "think it costs too much? What is the cost of not..." strategy tells your prospects that your price may be high but the cost of not gaining their desired benefit could cost them way more. Mention that not buying your product could cost them more money, time, embarrassment, etc.

1010. The "If Yes" Strategy

The "if you answered yes to any of these questions, then..." strategy gives your prospects a list of questions that will help convince them that they need to purchase your product. You just need to make sure that a majority of your prospects will mentally answer yes to them as they are reading your ad.

1011. The "If No" Strategy

The "if you answered no to any of these questions, then..." strategy gives your prospects a list of questions that could persuade them to buy your product. You just need to make sure that a majority of your prospects will mentally answer no to them as they are reading your ad.

1012. The "Still There?" Strategy

The "are you still reading? Good! Then you already know that..." strategy tells your prospects that it sounds like you are virtually right there checking on them, like in a real store. You are also reminding them about a benefit you mentioned earlier and are reinforcing it once again.

1013. The "You Are Special" Strategy

The "we'll be launching in a week. But because you're a (special group) we'll let you buy now for (discount price)..." strategy tells your prospects you'll allow them to buy your product during the pre-launch and give them a discount on top of that. The special group of people could be your visitors, current customers, a membership site you belong to, etc.

1014. The "Group Bonuses" Strategy

The "for every (no.) people that buy I'll add (no.)(extra products)..." strategy tells your prospects the more people that order your product the more money you will make and you'll be able to give them a bigger product package. They may also want to join your affiliate program to help you get more orders so they get more stuff. For example, for every 100 people that buy, I'll add an extra bonus ebook. It shows you are always reinvesting in your business for your customers benefit.

1015. The "Piece Of The Pie" Strategy

The "it makes me an additional (\$) per month, imagine if you could only make a fourth of that..." technique tells your prospects how much income your product helps make you a month. If it's a large amount, most newbies would be happy just to make a small fraction of your income. They'll think: „if he/she can make that much, I could at least make a fourth of that.“

1016. The "No Pressure" Strategy

The "it is totally up to you, whatever you decide is fine with me..." strategy tells your prospects that you aren't pressuring them into ordering your product. You'll be just fine if they decide not to buy. Many people respond better to non-forceful tactics because they can evaluate all the benefits.

1017. The "Better Results" Strategy

The "warning - your results may be better (some people already have achieved (\$)), the same or worse than mine..." strategy tells your prospects it's possible that they can get better results than you. You can even tell them people already have and you could give them some testimonials to read. The word "warning" usually grabs people's attention too.

1018. The "Work Is Done" Strategy

The "I've done the hard work for you - all you have to do is order..." strategy tells your prospects that they have the easiest part of the whole deal. You could list all the hard work you've done to develop the product. It will add to the value of it.

1019. The "Unordinary" Strategy

The "important - this is not just another (type of product). We guarantee it will..." strategy tells your prospects that your product isn't like all the others out there in the world. You actually guarantee a certain benefit that your competition doesn't. The word "important" usually makes people stop and take notice.

1020. The "No Friends" Strategy

The "don't buy this if you can't handle losing a few friends..." strategy tells your prospects that some of their friends could become jealous of the benefits they will see you getting from your product. People will think your product must be effective if you are telling them information like that.

1021. The "Ton Of Research" Strategy

The "I've read over (no.) (subject) books and I'll give you the only 7 tips you need to (the benefit)..." strategy tells your prospects you've done a ton of research that could take them years to do. You narrowed down the 7 most important things they need to know about gaining their desired benefit.

1022. The "Selling A Ton" Strategy

The "I'm selling (hundreds or thousands) of these (type of products) a (day, week, month, etc)..." strategy tells your prospects that tons of people are buying your product in a short amount of time. They won't want to wait to order so they can see what all the fuss is about.

1023. The "Never Before" Strategy

The "never before revealed to the general public..." strategy tells your prospects that your product has only been revealed behind close doors. It could have been behind the scenes at a seminar with only the attendees, at your place of business with some close associates, at an exclusive workshop with some paid students, etc.

1024. The "B.S." Strategy

The "I'll cut through the B.S. and tell you..." strategy tells your prospects that if they purchase your product, you'll disprove the misinformation that they have been exposed to. People will want to learn what's really the truth and what are the facts.

1025. The "Works Everytime" Strategy

The "this will work regardless of your..." strategy tells your prospects that your product will give them their desired benefits no matter what negative situation they may be in. It could be low income, bad health, handicaps, mental stability, etc.

1026. **The "Eyes Wide Open" Strategy**

The "will open your eyes to what is possible..." strategy tells your prospects that they are really limiting their lifestyle and dreams by not purchasing your product. They will want to find out what they are missing out on.

1027. **The "Unbelievable Guarantee" Strategy**

The "I can't think of another business that would dare make a guarantee like this one..." technique tells your prospects that you're very confident in your product. People are attracted or drawn to people or businesses that are confident. You must have a really good guarantee to pull this off though.

1028. **The "Product After Product" Strategy**

The "here's why (your product name) will work for you, even if you've tried product after product..." strategy tells your prospects the reason why your product will work and your competitor's wouldn't. Most people try many of the same types of products only to be disappointed.

1029. **The "Tiny Change" Strategy**

The "suppose you could make one tiny change to your..." strategy tells your prospects that your product will give them a slightly different way to make their current situation even better. Many people don't like to dramatically change their habits all at once. Most can handle a slight change.

1030. **The "Delayed Update" Strategy**

The "(the date, the day before), (time)(a.m or p.m.) - only (no.) copies left..." strategy tells your prospects that the day before today there were only so many copies of your product left. This will make your prospects want to order right away because they aren't exactly sure how many are left since the last update was the day before.

1031. **The "Same Future" Strategy**

The "imagine if you continue to (the benefit) the way you do today..." strategy tells your prospects to picture how bad their future could be if they continue to use your competitor's product. It will persuade people to purchase your product because it is designed with the future in mind.

1032. **The "Time And Money" Strategy**

The "on your own, it could take you years and cost you a fortune to figure out how to..." technique tells your prospects that they will be wasting time and money trying to gain their desired benefit without using your product. You just need to tell them how your product will eliminate or lessen those negative effects.

1033. **The "Other People's Word" Strategy**

The "but don't take my word for it, here's what people from all over the world are saying..." technique tells your prospects that they don't need to believe your claims, just believe your satisfied customers. People will want to buy your product and model themselves after your customers.

1034. **The "Secret Advantage" Strategy**

The "this is the secret tool that (experts, major companies, celebrities, etc.) use to (benefit)..." strategy tells your prospects how some famous people gain their benefits that your prospects wish they could have too. Since they couldn't figure it out before then they know your product must have been their secret.

1035. **The "A Few Catches" Strategy**

The "there are a few catches though..." strategy tells your prospects that there are some catches for your product offer. This grabs people's attention because they want to know what they are before they order. You just need to turn your catches into a reason to buy. For example, „this offer is only good for the next 97 people that order.“

1036. **The "Keep Me Updated" Strategy**

The "don't forget to contact me and tell me about your great results..." strategy tells your prospects that you want them to contact you after they order your product and tell you about the benefit they've received. It makes it sound like there is no way your product could fail to deliver the results they want.

1037. **The "Home Sweet Home" Strategy**

The "you can do it now in the comfort of your own home..." strategy tells your prospects they won't have to go out of their way or make a trip somewhere in order to gain their desired benefit. People will like the convenience and flexibility your product will give them.

1038. The "Permission" Strategy

The "with your permission I want to rush you a free copy of..." strategy tells your prospects that you are polite and not a pushy salesman. Plus you are going to give them something free in a hurry before they even buy.

1039. The "Stop And Ask" Strategy

The "stop and ask yourself this question, How much would your life improve if (your product's benefit)?..." strategy tells your prospects to actually talk themselves into ordering your product. You are also grabbing their attention with the word 'stop'.

1040. The "Coming Up" Strategy

The "in the coming paragraphs, I'm about to show you (a way to get their benefit)..." strategy tells your prospects just to read a little more and you'll show them how to reach their targeted goal. People will easily take the time to read a few paragraphs rather than a full page sales letter. But if those few paragraphs get them interested they may read the rest of your sales letter.

1041. The "Best Part" Strategy

The "and here is the absolutely best part..." strategy tells your prospects that you are going to reveal the major benefit of your product or sales offer. If you've already revealed a few of your benefits and they are still reading, your big benefit will shift their interest into overdrive.

1042. The "Read The Ending" Strategy

The "be sure to read this to the very end, because I've got a very special exclusive bonus for you..." strategy tells your prospects they'd better view the whole sales letter or else they'll just scan it to see what that bonus is. When you use an exclusive bonus it means they are in a privileged group of people and no one else outside the targeted group will ever get it.

1043. The "Believe The Proof" Strategy

The "you may find my offer hard to believe but let me prove it to you..." strategy tells your prospects that you know they likely don't trust you yet. By letting them know this, you've already started to change their mind. All you have to do is prove your offer is for real.

1044. **The "Only One Needed" Strategy**

The "there is no (other product) necessary to (your product's benefit)..." strategy tells your prospects they don't have to purchase another product to go along with your product to gain their desired benefit. It will show them they can save money and improve their life.

1045. **The "Sounds Like A Scam" Strategy**

The "I know I'm hyping up my product or even sounding like a scam artist but..." strategy tells your prospects the reason why you are hyping your product up. Your prospects will instantly drop their guard though if you give them a valid reason.

1046. **The "No Hype" Strategy**

The "I'm not going to give you a bunch of B.S. and say I..." strategy tells your prospects that you're not going to over exaggerate the results you got with your own product. Your prospects will see that you are being honest with them.

1047. **The "No Worry" Strategy**

The "imagine never having to worry again about (their bad problem)..." strategy tells your prospects to think about how relaxed and fun the future could be if they purchase your product. Most people want to get rid of stress, anxiety and mental burdens that don't allow them to enjoy life.

1048. **The "Around The Clock" Strategy**

The "it works around the clock while you are sleeping, eating, working and playing..." strategy tells your prospects they can use your product and forget about it. Most people like products that won't affect their schedule or lifestyle. They won't have to worry about them wearing out or reusing them right away.

1049. **The "May Or May Not" Strategy**

The "you may or may not believe me, but what if I'm right..." strategy tells your prospects that if they don't purchase your product and you are right, they may never gain their desired benefit. They may envy the people that did believe your product claims.

1050. **The "We Are Sick Too" Strategy**

The "are you sick and tired of all the unbelievable claims? We are too..." strategy tells your prospects you are fed up with your competition's hype and never delivering on their promises. Your prospects likely are too and like people they have something in common with.

1051. The "Lifetime Freebie" Strategy

The "I'm only giving the next (no.) people free lifetime updates for no additional cost..." strategy tells your prospects if they order right away they will get free upgrades for life. It creates urgency and gives them a free bonus at the same time.

1052. The "The Sooner, The Sooner" Strategy

The "the sooner you purchase (your product name), the sooner you can start (your product's benefit)..." strategy tells your prospects the longer they wait to order, the longer they will have to live without their desired benefit.

1053. The "Anytime" Strategy

The "order now, it doesn't matter if it is (no.) o'clock in the morning..." strategy tells your prospects that you have a 24 hour ordering staff or your business is automated. This looks very professional.

1054. The "Excuse Elimination" Strategy

The "you have a money-back guarantee so all the risk is on me..." strategy tells your prospects that you have virtually eliminated their excuses for not ordering. People like it when you have the risk and they don't.

1055. The "No Where Else" Strategy

The "it's unlike anything you may have seen before..." strategy tells your prospects that they can't find your product's benefits anywhere else. People get bored with the same old products and seek a breath of fresh air once in a while.

1056. The "Keep It Anyway" Strategy

The "if you don't (your product's benefit), you can keep my product for free..." strategy tells your prospects that you will be losing money if your product doesn't do what you say it does. People know you're not in business to lose money.

1057. The "Worldwide" Strategy

The "it's a great feeling to improve people's lives from all over the world..." strategy tells your prospects it doesn't matter where they live, they still can order your product. Plus, it tells them that you like to make your customers happy.

1058. The "Crazy And Stupid" Strategy

The "my friends and family think I'm crazy and stupid for offering this product at such a low price..." strategy tells your prospects that people in your life consider your product to be far more valuable than what you charge for it.

1059. The "Don't Know Me?" Strategy

The "I realize that you may not know me personally, but look at what people that know me say..." technique tells your prospects that if they knew you personally this is what they would think. You could give them a big list of personal testimonials.

1060. The "Simple Is Good" Strategy

The "but don't let the simplicity of (your product name) deceive you, it's..." strategy tells your prospects just because your product is simple and easy to use doesn't mean it won't give them their desired benefit. People sometimes think it should be hard to use in order to improve their life.

1061. The "FAQ" Strategy

The "if you still aren't sure please read our Frequently Asked Questions..." strategy tells your prospects that you may be able to answer one of their buying questions without them taking the time to contact you. It will also save your business time and money having a FAQ page.

1062. The "Pleading Insanity" Strategy

The "yes, I know I would have to be crazy to pass this up..." strategy tells your prospects they would be considered insane if they didn't order your product. Most people don't want to be labeled crazy or insane. You are also making them convince themselves to purchase.

1063. The "I Can Do This" Strategy

The "I wish I could claim credit for (your product's name) but since I can't, I still can give you a discount..." strategy tells your prospects that someone else created your product. This tells your prospects that you are modest and people sometimes like that.

1064. The "Professional Callout" Strategy

The "attention: (expert title, occupational title, job title or type of person title)..." technique tells your prospects that you are talking to a group of people they belong to. They will feel special that you recognize their targeted needs. For example, you could list something like: 'Attention: Doctors, Nurses and Therapists...'

1065. The "Be Yourself" Strategy

The "you don't have to be some (higher authority type of person) to..." strategy tells your prospects that they don't need a special education, skills, background, training, etc. in order to gain their desired benefits with your product.

1066. The "Volunteers Only" Strategy

The "just read these spectacular, unsolicited testimonials..." strategy tells your prospects that you didn't seek out or ask people to review your product. These people actually volunteered their testimonials because they were so satisfied with your product.

1067. The "Level Playing Field" Strategy

The "I'm not some hot shot expert or some famous celebrity..." strategy tells your prospects that you are on their level and if you can do it, they can too. Sometimes people don't buy because they are jealous or envious of your success.

1068. The "Age Don't Matter" Strategy

The "how a (no.) old (man/woman/boy/girl) (your product's benefit)..." strategy tells your prospects that they can gain their desired benefit no matter what age they are. They'll assume if someone else around their same age did it, they can too.

1069. The "Living Proof" Strategy

The "I'm living proof that anyone can..." strategy tells your prospects that you had a lot of limitations in life trying to gain your desired benefit. People will think if you can do it with all those hard obstacles, they can too.

1070. The "Wrong Product" Strategy

The "you need the right attitude and mindset but, most importantly, the right product to..." technique tells your prospects maybe the only reason they failed before was because of the wrong product. They will think maybe yours is the right one since it's likely they already have a good attitude and mindset to change their life.

1071. The "It's Really Different" Strategy

The "let me tell you exactly why my product is different than my competition's..." strategy tells your prospects why your competition's product doesn't work and yours does. You could even give them some detailed case studies.

1072. The "Break It Down" Strategy

The "here is a breakdown of everything you'll get..." strategy tells your prospects a simple, quick list of everything they will receive with their purchase. Sometimes people don't want to read a whole sales letter and just read the brief summary.

1073. The "Dream Value" Strategy

The "aren't living your dreams worth (\$)..." strategy tells your prospects that their dreams can become reality if they only invest a little money. Many people think that any amount of money is a small price to pay to make their wishes come true.

1074. The "Sold Out" Strategy

The "hurry, my last product launch sold out in only (no.) hours..." strategy tells your prospects that you are very good at selling and marketing your products. They will want to order right away in case this one sells out fast.

1075. The "Nosy Neighbors" Strategy

The "your nosy neighbors will be so jealous because..." strategy tells your prospects that most people have nosy neighbors. They will be interested in your offer if they do or have had them in the past. Your product will give them benefits that their neighbors may not have.

1076. The "Get Excited" Strategy

The "are you ready for some excitement?..." strategy tells your prospects that reading your sales letter or ordering your product could add some excitement to their life. Most people wish their lives were more exciting. Many people nowadays work longer hours, take care of their families, run countless errands, etc.

1077. The "Strong And Weak" Strategy

The "do you want to (your product's major benefit) or do you just (another weaker benefit)..." technique tells your prospects that they have a choice. They will understand that whichever way they choose, your product will help them.

1078. The "I Have Competition" Strategy

The "there are hundreds of web sites that promise to (your product's benefit)..." strategy tells your prospects they have a lot of places to gain their desired benefit. It shows them that you are not scared of your competition. They will feel like you must be better than them.

1079. **The "Disappointed Yes" Strategy**

The "have you ever been disappointed at (not getting a certain benefit)..." strategy tells your prospects to think if they have ever been disappointed and most of the time they will mentally say 'yes'. This will lead them into your sales pitch and show them a way to never be disappointed again. Most people want to avoid that kind of negative emotion.

1080. **The "Shortcut" Strategy**

The "you can only get these surprisingly fast shortcuts from us..." strategy tells your prospects that your product will give them a quick, sneaky way to improve their life. People will pay for shortcuts that other businesses don't offer.

1081. **The "Total Disorder" Strategy**

The "do you feel like your life is in disorder..." strategy tells your prospects that you know how their life feels without their desired benefit. When people go without reaching their goals, it can negatively affect the rest of their unrelated situations. It can worsen their relationships, health, career, business, etc.

1082. **The "Lame Reasons" Strategy**

The "just read this list of these crazy excuses why some people won't try to gain (your product's benefit)..." strategy tells your prospects the lame reasons why some people go through life without being satisfied. You can even offer a motivating response under each reason to persuade them to buy.

1083. **The "Small Chance" Strategy**

The "(no.) visitors will see this ad and (no.) will be able to purchase (your product's name)..." strategy tells your prospects that out of a large amount of people, very few will have a chance to gain their desired benefit. By limiting your product quantity you are increasing the urgency to buy.

1084. **The "Secret Wish" Strategy**

The "have you ever secretly wished you could..." strategy tells your prospects that your product will give them a desired benefit that they have never told anyone else about before. Many people purchase products that they don't want their friends, family or competition to know about.

1085. **The "Psychic" Strategy**

The "we know you want to be able to (a benefit of your product)..." strategy tells your prospects something that you already know about them, even though they haven't met you before. People will see you've done your research and know you'll be able to help them.

1086. **The "News Flash" Strategy**

The "have I got good news for you..." strategy tells your prospects that they are about to be updated about some new information and they will take notice. Why do you think news shows and programs are so popular? Your news could be about how your product can help them improve their life.

1087. **The "Two Benefits In One" Strategy**

The "benefit and make money at the same time..." strategy tells your prospects that if they purchase your product, they will gain their desired benefits and be able to promote your product and gain an income. You could offer an affiliate program or resell rights.

1088. **The "Hold My Hand" Strategy**

The "let me take you by the hand and show you how I..." strategy tells your prospects that you will give them personal, step-by-step information about how you use your product to gain the desired benefit they crave. People will want clear, easy and effortless instructions on how to duplicate your success.

1089. **The "All About You" Strategy**

The "it's not about me profiting, it's about helping you (your product's benefit)..." strategy tells your prospects you care more about them than about yourself or your business. You can prove this by offering them a money-back guarantee or giving them a free trial.

1090. **The "Popular Expression" Strategy**

The "have you heard the expression..." strategy tells your prospects a well known expression that will persuade them to purchase your product. Popular expressions are already branded in people's minds, which can trigger instant buying impulses.

1091. **The "Delay And Pay" Strategy**

The "if you wait, you'll likely end up paying more later..." strategy tells your prospects a good reason for not delaying their purchase of your product. You can easily end hesitation or procrastination by trying to save money for your prospects.

1092. The "Smart Customers" Strategy

The "I've had thousands of intelligent people purchase my product..." strategy tells your prospects they will be considered smart if they purchase your product. People like to avoid looking or feeling stupid. You could also use other compliments to describe your current customers.

1093. The "Blame Game" Strategy

The "believe it or not, only you can decide not improve your life..." strategy tells your prospects that you don't care if they decide not to purchase your product. You actually put the blame on them for not reaching their goals in life.

1094. The "Turn Your Back" Strategy

The "your solution is right here, are you really going turn your back on it..." strategy tells your prospects your product will fix their targeted problem. You are also questioning them about leaving your site and not solving their problem.

1095. The "Not Found Anywhere" Strategy

The "you'll get never-released-before bonuses..." strategy tells your prospects that your bonus products aren't found everywhere else. Many businesses have the same bonuses that every other business offers or they can be found freely on the Internet. When you use exclusive, only-you-offer bonuses, it will increase the perceived value of your product.

1096. The "Benefit Now" Strategy

The "this (product) could be (your product's benefit) right now..." strategy tells your prospects their life could be improved or will even improve this very second if they currently own your product. It puts a mental scene in their mind and will actually persuade them to live their dreams in the real world.

1097. The "Reputation Risk" Strategy

The "I'm ready to stake my personal and professional reputation on..." strategy tells your prospects that your product must work because it's likely that you wouldn't ruin your reputation on purpose. Having a good reputation is very valuable to both business owners and non-business people.

1098. The "Wonder" Strategy

The "you're probably wondering how we can afford to provide you with (your product's benefit) at such a low price..." strategy tells your prospects there is a valid reason why your product is so cheap. You could tell them you struck a deal with a friend that's a supplier or manufacturer.

1099. The "Wake Up Right" Strategy

The "what if you could wake up each and every day feeling (positive emotion)..." strategy tells your prospects that if they own your product, it will give them the positive emotions they long for. People like to wake up on the right side of the bed rather than the wrong side.

1100. The "Obstacle Removal" Strategy

The "now is your chance to finally gain your freedom from (problem) and live (positive adjective) lifestyle you deserve..." strategy tells your prospects that they can gain their independence over an obstacle in their life. People really value all types of freedoms.

1101. The "Benefit Addition" Strategy

The "all of the above translates into (one major benefit)..." strategy tells your prospects that all your products' little benefits add up to one major benefit. It gives them a simple, powerful reason to order and a closing to your list of benefits in your sales letter.

1102. The "Visual Aid" Strategy

The "these are the recent statistics for just one (the subject)..." strategy tells your prospects different visual ways to look at your product's benefits. Many people are persuaded to buy with visual proof that your product works.

1103. The "Recognizable Partners" Strategy

The "my business partners are (a list of reputable and recognizable people)..." strategy tells your prospects that many known experts have contributed to your business and/or products other than you. It just makes your product even more valuable to them.

1104. The "Fake Experts" Strategy

The "the world is filled with amateurs claiming they are experts..." strategy tells your prospects not to trust your competition or their products. Your prospects will assume your competition is hiding behind their web sites and are not really the professionals they say they are.

1105. The "Unknown To Family" Strategy

The "I will reveal secrets that the experts don't even tell their family members...)" strategy tells your prospects you're exposing some top secret information that is even too sensitive for the gurus' loved ones to know. This will make your prospects extremely interested in finding out what it is.

1106. The "Easy Times" Strategy

The "never before has it been so easy to get (your product's benefit)..." strategy tells your prospects that your product offers the easiest way ever to gain their desired benefits. So if they already own an older product that gives them what they need, they'll realize yours will make their life easier.

1107. The "Lingering Doubts" Strategy

The "in case you have any lingering doubts, I want to give you more proof..." strategy tells your prospects that you'll give them some more evidence that your product performs. It will give your prospects even more peace of mind about buying your product.

1108. The "Test Drive" Strategy

The "I'm going to allow you to test drive this product for (no.) days..." strategy tells your prospects they can actually use your product for a period of time without investing any money. It will remove all their risk and show them you have confidence in your product.

1109. The "Time Bomb" Strategy

The "this web page will expire on (date) at exactly (time) (a.m/p.m.) (time zone)..." strategy tells your prospects that not only will your offer end but your web site will disappear too. You could also use words like „self destruct“ or „explode“ to be more dramatic.

1110. The "It's Back Again" Strategy

The "it's back by popular demand..." strategy tells your prospects that your product was once taken off the market but a large majority people wanted you to bring it back for sale. Your prospects will realize that it must be a high quality and effective product.

1111. The "Brain Injection" Strategy

The "crawl into the mind of top (your product's niche) experts..." strategy tells your prospects will get the benefits they seek from other experts too. This would work for an information product or a bonus info-product for a physical product. People put a high value on a product which seems like buying or renting someone else's brain.

1112. The "Trial And Error" Strategy

The "without all the frustrating and time consuming trial and error..." strategy tells your prospects they will eliminate a lot of headaches by purchasing your product. They will likely remember a time they felt this way and buy your product to avoid it.

1113. The "Question Yourself" Strategy

The "here's a question: if you could (a question about getting their desired benefit)? Would you...?" strategy tells your prospects to really question themselves if they decide not to buy the solution to their problem. Of course, your product would be presented as the problem solver.

1114. The "You're The Victim" Strategy

The "the majority of people fail to (your product's benefit) because they fall victim to professional scam artists..." strategy tells your prospects if it's too good to be true, it probably is. You just need to show them your product works but it will take a little work too so it's not too unbelievable.

1115. The "I've Been Told" Strategy

The "I've been told I should charge (\$). It's well worth it but I'm already wealthy and I want to help you, so it's only (\$)..." strategy tells your prospects that your product is worth more than you are charging. You're also telling them a good reason why you are charging a lower price.

1116. The "Yearly Expenditures" Strategy

The "if you spent at least (\$) in the last year on one (similar product) then this may be the most important letter you read all year..." strategy tells your prospects that they may have wasted their money trying product after product to improve their life when all they really needed was your product.

1117. The "Stipulation" Strategy

The "by ordering, you agree to not redistribute, copy, sell, or reveal any of (your product's name) to anyone..." strategy tells your prospects that your product is very valuable because you are actually making them agree to buying stipulations (which most people already know).

1118. The "Why, When" Strategy

The "why are you still (prospect's problem)...when you can (your product's benefit)..." strategy tells your prospects that you are questioning why they would be satisfied with their situation. You just need to tell them how your product will improve their situation.

1119. The "Outsourcing" Strategy

The "you can benefit from the hard work of others..." strategy tells your prospects that a team of people worked together to develop your product. You could also list what type of professionals they were, like: scientists, authors, inventors, chemists, safety specialists, etc.

1120. The "License To Drive" Strategy

The "it's almost like having a license (or ticket) to..." strategy tells your prospects your product will give them the indisputable right to gain their desired benefit. It will sound very possible that they will reach their goals.

1121. The "It Can Happen" Strategy

The "it happened to me and it can happen to you..." strategy tells your prospects you've already gained the desired benefit they want. You could give them a persuasive selling story about how you improved your life with your product.

1122. The "Qualified Enough?" Strategy

The "if you qualify today, I will give you..." strategy tells your prospects they actually have to qualify in order to purchase your product. It increases the perceived value of your product because it's only available to people that are carefully selected.

1123. The "One Step Further" Strategy

The "I'm going one step further to ensure that (your product's benefit)..." strategy tells your prospects that on top of everything else you do, you will insure their success. You could offer free specials, free training, in-home service, tech support, etc.

1124. The "It's Endless" Strategy

The "the possibilities are endless..." strategy tells your prospects that they will have infinite uses for and benefits from your product. It will cause their minds to be open to imagination that could actually influence them to purchase.

1125. The "Place And Time" Strategy

The "you're in the right place, at the right time..." strategy tells your prospects that right now is the perfect time to purchase your product. It could be because of your limited low prices, product bonuses, guarantee, etc.

1126. The "Results Vary" Strategy

The "I can't guarantee your results because..." strategy tells your prospects that you can't promise they will get the same results as you or your other customers. You need to mention that everyone's situation, motivation, and lifestyle are different. People will be persuaded to buy because it sounds like you are challenging them.

1127. The "Lazy" Strategy

The "some people who buy (your product's name) won't do anything with it..." strategy tells your prospects that some people are just plain lazy. It will persuade your prospects to buy because they don't want to be considered lazy.

1128. The "Instant Discount Test" Strategy

The "I thought about setting the price at \$(no.), but for a limited time, we are giving you a \$(no.) instant discount as a test..." strategy tells your prospects that you are still testing your prices and they could be higher down the road. The people that are really interested will want to save money and buy now.

1129. The "Never The Same" Strategy

The "your (the topic your product targets) will never be the same once you..." strategy tells your prospects that their life will finally be different for the better. People that have problems are always saying to themselves, "I wish my life was different..."

1130. The "Penny Wishes" Strategy

The "if I had a penny every time someone wished that (your product's benefit)..." strategy tells your prospects that you would be really rich just from hearing from people that need the benefits of your product. They will realize that a lot of people are in the same boat and they'd better buy now in case your product sells out or it's not available in the future.

1131. The "All The Possibilities" Strategy

The "how would you like to (your product's benefit)? If that kind of possibility interests you then keep reading..." strategy tells your prospects that your product could fulfill their needs and interest. Instead of the word 'interest,' you could also use the word „excites," „energizes," „satisfies," etc.

1132. **The "You And Me" Strategy**

The "it's no hidden secret that ordinary people like you and me are (your product's benefit)..." tactic tells your prospects it doesn't matter if they're ordinary, they still can gain their desired benefit. If it was a secret to them, you just gave them some valuable information and they may want to give you something back in return, like buying your product.

1133. **The "After Purchase Syndrome" Strategy**

The "you won't have to deal with the dreaded 'after purchase' syndrome..." strategy tells your prospects that they will still be enthusiastic, even the morning after they buy your product. Many people buy stuff emotionally then logic sets in and they regret the purchase later on.

1134. **The "Instant Give Back" Strategy**

The "I'm going to give you \$(no.) that is good for (no.) (minutes, hours, days). See how to claim it below..." strategy tells your prospects to scroll down through your whole ad to see how they can redeem their money. You can just take it off the price of your product like an instant price break. Plus, it creates urgency to buy since you put a time limit on it.

1135. **The "Testing In Progress" Strategy**

The "I'm giving away a limited time bonus as a marketing test for only (no.) days..." strategy tells your prospects that you are still testing your offer and they'd better order now in case you pull your bonus for good. Of course the bonus should be something your prospects really would want.

1136. **The "Beta Testimonials" Strategy**

The "just see what our (no.) beta testers are saying..." strategy tells your prospects that your product has been tested and proven to deliver many times over before you released it to the general public. Just like with customer testimonials, you could add pictures, names, where they are from and, of course, their test results.

1137. **The "You're Not Alone" Strategy**

The "it's just not your fault, many people can't (your product's desired benefit)..." strategy tells your prospects that they aren't alone and many people have the same problem. Sometimes people get overwhelmed and think they are the only ones that can't reach their goals. It will make them feel better enough to purchase your product.

1138. The "On The Lookout" Strategy

The "I'm sure you're always on the lookout for better ways to..." strategy tells your prospects that your product will give them a better way to improve their life. You just have to convince them that their search is over.

1139. The "Customer Competition" Strategy

The "I have over (no.) prospects and can only accept (no.) more customers..." strategy tells your prospects that a ton of your prospects will see the offer. People will assume they will have to order right away because there is a lot of competition that could take those spots.

1140. The "Buy Back" Strategy

The "I will buy back (your product's name) if it doesn't (your product's benefit)..." strategy tells your prospects that they have no risk because you offer a money-back guarantee. When you use the 'buy back' method, it sounds more like they will be making money instead of just getting a normal refund.

1141. The "Marketing Ploy" Strategy

The "this is a limited time offer and not some marketing ploy, once they are gone they are gone..." strategy tells your prospects they better not ignore your limited time offer thinking it's just some scare tactic. It tells them you are serious and aren't like some businesses that just add it into their ads to create urgency but never pull the offer.

1142. The "It's In Your Court" Strategy

The "I've said all I can say to help you. It's now up to you if you want (your product's benefit)..." strategy tells your prospects that you are done presenting your offer and the ball's in their court. People may consider your offer because it sounds like you are offering them help instead of just a product.

1143. The "Gone In Hours" Strategy

The "warning: my first package of products sold out in (no.) hours..." strategy tells your prospects that they better order your second package of products fast or it could sell out in hours too. You could also tell them that you have a ton of people waiting who never ordered the first one that want to order the second package.

1144. The "Alternative" Strategy

The "if traditional ways of (your product's niche) aren't getting you the results you want..." tactic tells your prospects that you're offering an alternative product that will help them reach their goals. You just need to give them a proven reason why the alternative is better.

1145. The "Two Different People" Strategy

The "two people (the negative problem), one solves it and one doesn't. Which one do you want to be?..." strategy tells your prospects that your product will allow them to be the person that gained their desired benefit. It gives them the choice and at the same time installs the persuasive images in their mind.

1146. The "Ignoring Something?" Strategy

The "there are tons of critical, but often overlooked, details that can (negative effects)..." tactic tells your prospects that they might be ignoring some stuff that might ruin the effect of their desired outcome. They know they can't afford to guess what those factors are so they will likely purchase your product.

1147. The "Unimaginable" Strategy

The "who would have ever thought (your product's benefit) could be this easy..." strategy tells your prospects your product will do what was once thought unimaginable. If your product can offer a once impossible benefit, you will sell a lot.

1148. The "I'm Not Weak" Strategy

The "do you think you can handle (your product's benefit)? If not leave this page now..." strategy tells your prospects that you want serious people that want to improve their life. Plus, it makes them look weak if they can't handle your product benefit. Most people don't want to look weak.

1149. The "Family Introduction" Strategy

The "my name is (your name), I have a wonderful family (with a photo of them)..." strategy tells and shows your prospects that you are just an ordinary family person like them trying to make a living. People like to buy from people that have a similar lifestyle. You could even introduce each of your family members to make your introduction even more friendly and persuasive.

1150. The "I'm Everywhere" Strategy

The "I have been interviewed by (list of popular media outlets)..." strategy tells your prospects that even the media thinks your product is good. It could be T.V. shows, the news, magazines, newspapers, e-zines, radio shows, etc.

1151. The "I've Said That" Strategy

The "how many times have you said in your life that you wanted to (your product benefit)...but didn't know how..." strategy tells your prospects something that they likely said before, which tells them you know them well. Just let them know your product will show them how to gain their benefit.

1152. The "Don't Model Me" Strategy

The "the only difference between me and you is that I invested tons of money and countless hours (your product's benefit)..." strategy tells your prospects that they won't have to go through or spend what you did to improve their life. You may even want to be more specific about the money and the number of hours you spent to make your claims more believable.

1153. The "Good And Bad News" Strategy

The "the good news is (your product's benefit), the bad news is (a limited time offer)..." strategy tells your prospects the good news is that your product will help them reach their desired goals. The bad news could be you only have so many left, the price will go up, or only so many bonuses are left.

1154. The "Psychological Price" Strategy

The "if you don't want save money, then please don't order before (date)..." strategy tells your prospects that your price is only good for a limited time. It uses a little reverse psychology because it tells them not to order.

1155. The "Less Than" Strategy

The "just imagine, less than (no.) minutes from now you could be (your product's benefit)..." tactic tells your prospects that your product will be delivered fast and it works fast too. Most people are impatient and want fast acting solutions for their problems. It also creates a beneficial scene in their brain.

1156. The "**Resurrected**" Strategy

The "this product has been rediscovered and improved from (years/century)..." strategy tells your prospects that your product was created from an older product that you've resurrected. Sometimes people consider long lost products to be of higher quality and very rare.

1157. The "**Made To Order**" Strategy

The "finally a (product type) that is customized just for you..." strategy tells your prospects that your product can be made-to-order so it will benefit their specific or personal needs. People sometimes don't like to buy products that offer 'one-size-fits-all.'

1158. The "**The Only Goal**" Strategy

The "my only goal here is to give you the best opportunity to (your product's benefit)..." strategy tells your prospects that your objective isn't to sell to them but actually help them. They will purchase your product to help you reach your goal if they know you are truly sincere.

1159. The "**In-Person Scenario**" Strategy

The "if I had the opportunity to actually sit down with you and show you (your product's benefit)..." strategy tells your prospects to imagine you working with them one-on-one to help them reach their goals. If that isn't possible, you could compare it to the step-by-step print, audio or video instructions they get with your product.

1160. The "**Test Of Time**" Strategy

The "I run one of the most respected and longest running web sites..." strategy tells your prospects that people trust and look up to you. It also tells them your business has stood the test of time and has a good track record.

1161. The "**Older Comparison**" Strategy

The "this may just be the greatest product since (another very successful product)..." strategy tells your prospects that your product is just as good or even better than another successful older product in your niche. You want to compare your product to a product that most of your prospects would recognize or have bought in the past.

1162. The "**They Own It**" Strategy

The "every (positive adjective) person has it... (famous person) has it. What is it?..." strategy tells your prospects that they need what the famous person already has to improve their life. Of course, you would present your product as what the successful and famous people already have.

1163. The "**David And Goliath**" Strategy

The "view a comparison of my product up against the big boys..." strategy tells your prospects that they can view a detailed chart that shows how your product offers more features and benefits than the multi-million dollar corporations.

1164. The "**Hidden Sales Letter**" Strategy

The "the following report can help you save (\$) and even make you (\$) very quickly..." strategy tells your prospects that reading your sales letter can actually help them save and make money. You just need to present your sales letter as an informative report.

1165. The "**Hard To Use**" Strategy

The "most (product type) sometimes can be very difficult to understand and use. That is why I created..." strategy tells your prospects they shouldn't purchase from your competition. You were able to solve the problems that occur in the industry.

1166. The "**My Opinion**" Strategy

The "do you really need another (your product type)? My opinion on this might surprise you..." strategy tells your prospects to question themselves and persuades them to consider your opinion before they answer. They will want to find out if they could be surprised. Your opinion should help influence them to purchase your product.

1167. The "**Respect Your Time**" Strategy

The "I am going to cut through the hype and get straight to the point..." strategy tells your prospects that you won't be wasting their time by fluffing up your product offer. People value their time greatly. They will respect the fact that you value their time too and possibly might buy your product.

1168. The "**Difference Between**" Strategy

The "this is hardly ever discussed but can mean the difference between being (positive feeling) or (negative feeling)..." strategy tells your prospects that you will reveal some information that many people don't talk about. The information or your product will give them the positive feelings they desire.

1169. The "**If You, You Can**" Strategy

The "if you can point and click, I will show you how to (your product's benefit)..." strategy tells your prospects that if they can do something simple, they can easily gain their desired benefits. You could list simple things like reading, typing, scrolling, surfing, etc.

1170. The "Short Path" Strategy

The "this is the shortest and easiest path to (your product's benefit)..." strategy tells your prospects that your product will deliver their desired benefit quicker than your competition. It tells them other products take longer to work and are harder to use.

1171. The "Live Demonstration" Strategy

The "click below to see a live demo of what it can do (it will open in a new window)..." strategy tells your prospects they can see a video of someone using your product to gain their desired benefit. They will mentally place themselves in the video demonstration and that will subconsciously influence their mind to buy.

1172. The "Small To Big Profits" Strategy

The "(name) has a only (no.) prospects and he/she made over (\$) in commissions..." strategy tells your prospects that your product has a high conversion ratio. They will assume it will be easy to resell and they don't need a big audience to make their money back from purchasing your product.

1173. The "Advertise For Free" Strategy

The "I'll even give you a list of free places to advertise the product..." strategy tells your prospects they can join your affiliate program and just place a few free ads to earn their money back. You can tell them that it will only take a few sales to make their investment back (if you're paying them 50% commission).

1174. The "Confident Business" Strategy

The "even poor (your product niche) can help you but..." strategy tells your prospects that all your competition's products will help them but yours is better. By mentioning your competition's products your prospects will see how confident you are about your own product and will more likely buy it.

1175. The "Successful People Do" Strategy

The "successful people will quickly recognize the benefits of such an offer and take advantage of it..." strategy tells your prospects they can be successful in gaining their desired benefit if they swiftly purchase your product. People enjoy having an advantage over their competition, friends, colleagues or even family.

1176. The "Slow Server" Strategy

The "due to the extreme traffic and popularity of this product, it might take a while after you order before it is confirmed. If you have problems, try again..." strategy tells your prospects that your product must be excellent with all the hits and buzz you are getting. People will likely want to order right away.

1177. The "Agree Or Not" Strategy

The "by the end of this report, I'm betting you'll agree that (your product's benefit) or I'll give you a mystery bonus..." strategy tells your prospects that you want to bet that they'll order your product. People like to gamble. You're also going to give them something of value if you lose. They will want to at least scroll down your ad to see what it is.

1178. The "Multiple Problems" Strategy

The "chances are, you're still (problem 1), you're still (problem 2), etc..." strategy tells your prospects the multiple problems they're likely to have as a result of not owning your product. It could be problems about their emotional state, their personal and financial relationships and even future problems that will almost surely arise.

1179. The "But" Strategy

The "so you're finally at the point to improve your life but (one of their excuses for not ordering)..." strategy tells your prospects a common problem why they don't try to improve their life and how you'll help them overcome it. For example, it could be your product's high cost, so you could offer them an easy payment plan.

1180. The "One Time Invitation" Strategy

The "you won't receive this invitation again because we must maintain our exclusivity..." strategy tells your prospects that they won't be reminded about buying your product in the future. They may want to order your product now while it's still fresh in their mind so they don't forget.

1181. The "Confession" Strategy

The "I have a personal confession to make..." strategy tells your prospects that if they read your sales letter, they will learn about something that you have kept bottled up inside for a while. People will be curious to know what the secret could be. Your confession needs to persuade them to purchase your product.

1182. The "Teaching My Family" Strategy

The "I know (your product's topic) like the back of my hand and I'm teaching my friends and family - and you could be one of the lucky others..." strategy tells your prospects that you are an expert in your niche. People know that you wouldn't point your loved ones in the wrong direction so they may want your product and/or advice too.

1183. The "My Big Mistake" Strategy

The "one of the biggest mistakes I ever made was in thinking that I already knew how to (your product's benefit)..." strategy tells your prospects that they could be making a mistake too if they are thinking the same thing. They will likely want to buy your product to avoid making the same error.

1184. The "Don't Assume" Strategy

The "what I'm about to show you has absolutely nothing to do with (the normal stuff in your niche). In fact..." strategy tells your prospects that your product offer isn't what they assume it is about. You'll then follow up with a fact that will back up their logic for becoming interested and possibly buying.

1185. The "Need More Convincing?" Strategy

The "need more information? Click to the next page (to another page of persuasion information) or click here to order now..." strategy tells your prospects that you have even more information and proof on the next page if they aren't ready to click the order button yet. Some people need very little information to buy and some a lot; it depends on the degree of pressure of their problem or situation.

1186. The "Unfair Advantage" Strategy

The "this is so effective it may even get you banned from..." strategy tells your prospects that your product is so good that other people may stop them from using it because it gives them an unfair advantage. You can follow up by telling them that what usually happens is that people will just be jealous and be envious of their success.

1187. The "Once In History" Strategy

The "what you are about to witness will only happen once in history..." strategy tells your prospects that this is their one time chance to purchase your product and your offer will never be repeated again - ever. It could be a new product that's only available for a limited time, a type of sale you're holding or a special bonus you're offering with your product.

1188. The "Proven Buyers" Strategy

The "this offer is going out to all my prospects and (no.)% of them are proven buyers..." strategy tells your prospects that you have big audience and that a large percentage of them aren't freebie seekers. If people are slightly interested in your offer they will have the added pressure to buy now.

1189. The "Read The Original" Strategy

The "if you don't have any idea what I'm talking about, you can read my first message below..." strategy tells your prospects that you know some people will read your second or third message about a product and not understand everything because they didn't read your first messages. People usually won't click on your links or even order if they don't understand your offer.

1190. The "Take The Risk" Strategy

The "because of the incredible value I'm providing, I cannot offer any guarantees, warranties or refunds..." strategy tells your prospects if they are someone that repeatedly asks for a refund on purpose to save money, they won't have a chance this time. Also, it makes people realize your product is of high quality.

1191. The "Serious People Only" Strategy

The "this product is intended for people seriously interested in (your product's benefit). If you are looking for a quick fix that won't last then please leave now..." strategy tells your prospects that you've design your product for people that want good results for the long haul. It also challenges them to be serious about fixing their situation or problem.

1192. The "Mind Set" Strategy

The "first off, we need to agree on something (they need your product's benefit or the fact that your competition's product doesn't work)..." strategy tells your prospects to get in a certain mindset before they read your sales letter. Once they are in a favorable mental state, it will be easier to persuade them with the rest of your ad copy.

1193. The "Affiliate Talk" Strategy

The "here is what one successful affiliate had to say...." strategy tells your prospects that one of your affiliates made a lot of money selling your product for commission. They will realize that your product sells well and they may purchase it to review it before they promote it.

1194. The "Old And New" Strategy

The "for the first time in (no.) (years or months), I'm releasing all my strategies for (your product's benefits) and the new ones I've recently discovered..." strategy tells your prospects that they'll be the first to learn your proven and tested older strategies and also your new ones. They will consider your strategies rare and valuable because you've kept them to yourself for so long.

1195. The "24/7" Strategy

The "if you have any concerns or questions, just e-mail me 24/7 at..." strategy tells your prospects that if they aren't fully persuaded to order because of lingering questions, they can always e-mail you anytime. You can then persuade them through your e-mail to purchase your product.

1196. The "Buy Then Raise" Strategy

The "I'll be raising the price by (\$) every (no.) products I sell so the price will increase like this (\$), (\$), (\$), etc..." strategy tells your prospects that if they are seriously considering purchasing your product, they better do before the price goes up. You could also have the current number of products that have sold on your sales letter so it shows how close you are to raising the price.

1197. The "Self Inflicted Pain" Strategy

The "you can stop punching the wall trying to figure out how to..." strategy tells your prospects your product will help them avoid physical pain and frustration trying to gain their desired benefit. It could be things like pulling their hair out, banging their head against the wall, kicking the car door, etc.

1198. The "Help Line" Strategy

The "we'll give you (no.) months access to my personal help line..." strategy tells your prospects they will be able to speak with you personally instead of to one of your staff. People will like the fact that you'll take personal time out for your customers instead of hiring someone else to do it. Even more persuasive, you could even give them your personal cell phone help line.

1199. The "Illness Prevention" Strategy

The "do you feel queasy about how much money you've spent on (product type) in the last (no.) (years/months)...?" strategy tells your prospects that your product is the right one and it will help eliminate any medical illness arising from all the money they've wasted in the past. Instead of queasy you could use the words sick, dizzy, a headache coming on, sick to your stomach, feverish, etc.

1200. The "Price Challenge" Strategy

The "A Challenge: we challenge you to find any other similar product on the market for such a low price. If you do, we'll sell ours to you for the same price..." strategy tells your prospects they likely won't find another product as low cost as yours or you wouldn't offer such a challenge. You could also say that you'll buy the other product from your competition for them at your own expense.

1201. The "Not Everyone Will" Strategy

The "hurry, not everyone will qualify and this offer will disappear soon..." strategy tells your prospects you expect to receive literally (hundreds/thousands) of applications to purchase your product and you will review them on a first come, first served basis. Tell them as soon as you approve or choose a specific amount of applicants, your offer will be gone forever. You could even make money on the front-end by requiring a small, non-refundable application fee to make sure they are serious about buying your product.

1202. The "Bad Investment" Strategy

The "it's your choice, purchase a (\$) (some normal object) or (your product)..." strategy tells your prospects they can either spend the same amount of money for something they buy normally that has hardly any significance in their life or your product that can improve their life. People will get a clear view of how badly they are investing their money and invest in your product. The normal product could be a specific food item, piece of clothing, entertainment items, etc.

1203. The "I'll Sell Quicker" Strategy

The "I originally sold (no.) of my products for (\$) in (no.) (hours/days) with no money-back guarantee or bonuses..." strategy tells your prospects that your product will likely sell out quicker this time because your price is lower, you are offering bonuses and a money-back guarantee. They will see just how much better an offer they are getting than your past customers and won't be able to pass it up.

1204. The "You Understand Now" Strategy

The "as you begin to review the benefits, you're probably beginning to understand why people are literally begging to buy it..." strategy tells your prospects to focus on your product's benefits, which is usually the strongest influence in an ad. People say to themselves, "Well, what's in it for me?"

1205. The "Question It" Strategy

The "I know you're asking yourself, „Can people really (your product's benefit)?“ My opinion on this might surprise you..." strategy tells your prospects to actually question your product's benefits. They will then search for the answer inside your sales letter. They will also be curious about what your personal opinion is on the subject. It should support your product's benefits.

1206. The "What's Important?" Strategy

The "which of the following do you think is the most important part of (your product's market/niche)?..." strategy tells your prospects that all the minor benefits you listed are wrong and then you tell them the major benefit of your product. They will see all your product's benefits without you directly telling them too. It will just be like taking a quiz or searching for the answer to your question.

1207. The "Don't Hear This?" Strategy

The "you probably aren't going to want to hear this..." strategy tells your prospects that the way they are currently trying to gain their desired benefits is all wrong. You can tell them that your product is the right way. Plus, they will super curious about what it is that they shouldn't hear because it could affect their life.

1208. The "Nagging Questions" Strategy

The "do you find yourself asking questions like: (your product's benefits)?..." strategy tells your prospects that your product will answer and solve those questions for them. They won't have to ever wonder again about exactly how they will reach their goals. They won't have to ever deal with those nagging questions popping in their minds again.

1209. The "They're All Wrong" Strategy

The "I was shocked when the entire (your niche or target audience) community started doing this..." strategy tells your prospects to be curious about why you are so shocked. Once you give them proof that everyone (including your competition) is doing things all wrong and it could be harmful or illegal, they will want to gain their desired benefit the right way. Of course that means them purchasing your product and knowing they are finally doing it the correct way.

1210. The "More For Less" Strategy

The "for the next (no.) customers, I'm going to give you a secret order page where you'll get a (no.)% discount on the deluxe version..." strategy tells your prospects if they order the deluxe version, they will get a discount on it. You'll want to have a little higher price than the basic version, even with the discount. It will just make more sense for them to spend a little more money for more benefits.

1211. The "Generic" Strategy

The "if you couldn't afford (your competition's famous product) than maybe you can afford the clone..." strategy tells your prospects they can finally enjoy all the benefits by purchasing your similar product for way less. You could even tell them it lets them do everything your competition's product does and even more.

1212. The "Not What You Think" Strategy

The "I absolutely guarantee, it's not what you think..." strategy tells your prospects that what you're about to tell them is something they haven't heard before. Many businesses in the same niche have similar ads and you have to make sure your prospects understand they won't be bored if they read your sales letter. Plus it's mysterious and leaves a little for their imagination.

1213. The "Already Know This?" Strategy

The "if you don't know this yet, you won't believe what you're missing..." strategy tells your prospects that they should find out if they already know what you are going to tell them. People don't like to miss out on things that can help them improve their life and it will make them jealous if they are left out in the cold.

1214. The "Gut Check" Strategy

The "do you have the guts to (your product's benefit)..." strategy tells your prospects that you are questioning if they are brave enough to reach their goals. Most people don't want to be considered cowards. To give them confidence, just remind what they will be rewarded with for their bravery.