

Be an...

Internet Marketing Sweetie

...and Kill Your
Competitors
with kindness



by
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50 Sweetie Ideas

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Here Are Your “50 Sweetie Ideas” That You Can Start Implementing into Your Business Right Away

Check off each idea as you implement and keep notes of your ideas and progress.

- ❑ **Ask Questions:** If you don't know what your visitors and subscribers are looking for, how can you deliver what they want? Conduct surveys and ask questions. This will help you shape your free content, do market research and can serve as a basis for developing new products.
- ❑ **Answer Questions:** Remember those questions you were asking? Answer them in teleseminars, information products, articles, newsletters or on your blog.
- ❑ **Track Links:** Being a Sweetie means you have to know what your prospects are interested in. You can track clickthroughs on your links to see which offers your subscribers & visitors are interested in.
- ❑ **Write Articles:** We talked about this on the CD and you'll have more tips in the Search Engine section of this workbook.
- ❑ **Distribute Articles:** In addition to publishing your own articles, you can distribute articles to others. This helps other business owners have great content for their visitors and subscribers too.

- ❑ **Rewards Program:** Offer rewards to your loyal customers. Allow them to collect points to get free stuff or give them products after they make a certain amount of purchases.
- ❑ **Sweepstakes:** People love free stuff...we already know this, right? One of the chapters of this workbook covers sweepstakes in more detail.
- ❑ **Help Someone:** If you see someone in need, give them a personal hand. This may seem to go against what I said in the recording about helping a lot of people at one time, but it's still nice to provide extra help when you can.
- ❑ **Accept Interview Requests:** As you establish your expertise, people will ask you for interviews. Say yes to help your fellow business owner and to get extra exposure for your business.
- ❑ **Interview Industry Experts:** Give your subscribers and visitors the opportunity to hear from other experts in your market.
- ❑ **Promote Your Competitors:** We talked about this on the recording. Your subscribers and visitors are going to buy from your competitors, so promote their product when it's appropriate (through an affiliate link, of course!). Once you've produced results for your competitor, you can approach him or her to promote your products too.
- ❑ **Donate Part of Your Profits:** It feels great to support a good cause and it also shows you a supporter of your community. Try donating to a cause that is directly related to your target market.
- ❑ **Press Releases:** Keep your community informed of your freebies, sweepstakes and contributions. Send out press releases regularly.
- ❑ **Free Trials:** Let your customers try before they buy. For a higher conversion on trials, you may want to collect credit card information and not make any charges until the free trial is over. However, you will likely find a high refund rate from people who forgot to cancel their trial.
- ❑ **Coupons:** Give out coupons!
- ❑ **Samples:** Offer product samples. If you have a digital or written product, it's easy to give out samples. If you have a physical product, you can give out samples and just charge for shipping.
- ❑ **2 for 1 Offers:** Give them two for their purchase of one. Or ask them to "bring a friend"...which means they'll be referring a new customer to you.

- ❑ **Customer Appreciation Days:** Hold events and invite your customers. You can provide “how to” information and have other activities.
- ❑ **Ask How Someone Else Is Doing:** Contact a colleague you haven’t talked to in a while and ask them how they’re doing.
- ❑ **Offer Multimedia Content:** People like to learn in different ways. Some may want to view information online, some like to print it, some like to listen (audio) and some like to watch (video). This way, you can more easily cater to the needs of your prospects. Plus you’ll increase the perceived value of your information when you offer it in different formats.
- ❑ **FAQs:** This is not only useful to your visitors, but it’s a great time saver for you. Take the questions that your visitors email to you and create a “Frequently Asked Questions” section on your website. If one person asks a question, then others are also probably wondering the answer.
- ❑ **Screen Capture Instructions:** This is the high-tech FAQ! We may be net-savvy, but many people are not. Sometimes we need to explain how to do something on the computer. It helps our visitors and dramatically increases our conversion rates if we can show people how to do it. You can do this with screen capture software to show your visitors how to complete the order process and how to fill in a form. You can show your affiliates how to add links and graphics to their website. The possibilities are endless. Check the “Multimedia Resources” page on your CD for software to do this.
- ❑ **Recommend Products You’ve Tried:** Having your customers refer your products to their friends is very powerful advertising. Friends appreciate recommendations from friends. When you build a trusted relationship with your visitors and subscribers, they will appreciate and take your recommendations too.
- ❑ **Teach Your Mentors:** You may make a connection with someone who serves a business mentor (or any kind of mentor) to you. Make sure you teach your mentors too. We all have special skills, abilities and have great ideas. Share yours.
- ❑ **Give Unannounced Bonuses:** Give your customers little “extras” they weren’t expecting. Whether it’s an extra product, an informational CD or special report. People love and appreciate surprises!
- ❑ **Teach Your Customers to Consume Your Product:** Create a follow-up autoresponder series with your customers so they know how to use your product. If it’s an ebook, point out certain sections they will want to pay attention to. If it’s a product like a candle, give them burning tips and so forth. This is good information that will be appreciated and will likely reduce your refund rate.

- ❑ **Free Mini-Courses:** Before they buy your product, give them a digest version of your course. Use this to build your mailing list, establish your expertise and to promote your paid product.
- ❑ **Mentor Someone:** Find someone who'd like to earn an online income and teach them the ins and outs of marketing online. Make it worth his while by offering a percentage of the profits his work produces.
- ❑ **Hire Help:** It helps your business to have helpers, but consider that when you hire someone, you can help someone make money from home.
- ❑ **Speak at Events:** Speak at local (or international events) to establish your credibility and make a connection with your community. Create your own events too.
- ❑ **Allow People to Give You Feedback:** Ask your customers for feedback and make it as easy as possible. Allow them to do it anonymously, if they prefer. Take the good feedback and turn it into testimonials for your website.
- ❑ **Do Product Reviews:** This isn't exactly the same as recommending products. These are reviews for products you like, products that are just okay and products that you don't recommend. Be honest in your reviews and your visitors and subscribers will appreciate it.
- ❑ **Message Board:** Have a message board where your visitors can interact with one another. It brings extra traffic and relieves the pressure on you to provide all the advice.
- ❑ **Private Membership Site:** Offer a paid version of your message board and provide more in-depth resources and assistance.
- ❑ **Send Out Postcards:** Most online businesses never venture offline. Set yourself apart by sending postcards or other mailouts to your customers now and then to show them you care (and make them a special offer too!). You can create your postcards online inexpensively with the United State Postal Service.
- ❑ **Have a Guarantee:** Stand behind your products and offer a money-back guarantee.
- ❑ **About Me Page:** Yeah, I know...most people have one – but do you? Make it personal, but relevant. Illustrate what makes you the expert and give people confidence to buy from you.
- ❑ **New to Our Site Page:** If you have a multi-page website, consider creating a “New to Our Website” page that explains all the features and resources available at your website. Teach your visitors how to use your website.

- ❑ **Rebates:** Give product rebates.
- ❑ **Allow for Story/Photo Submissions:** Get your subscribers and visitors involved. It depends on your market, but accept photos, stories, etc.
- ❑ **Tell-a-Friend:** Use a tell-a-friend script to allow your visitors to recommend your website. Facilitate the viral process for your visitors.
- ❑ **Stick with Your Customer Deadlines:** If you have a limited time offer, stick with the deadline. Your customers need to be able to trust what you say.
- ❑ **Personalize Your Emails:** Use an email program that allows you to personalize all your newsletters and autoresponders with your subscriber's name.
- ❑ **Learn about Others First:** When you meet someone for the first time, ask what they do and learn about them first. First of all – it's polite and it also allows you to continue a conversation that will be of interest to your new friend.
- ❑ **Provide a Glossary:** Create a glossary with jargon for your market. Make it easy for newbies to feel at home.
- ❑ **Alternate Payment Options:** Allow people to order your products in different ways. Online ordering, checks and phone ordering.