

The One Thing



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This ebook comes with Master Resale Rights. In this ebook, you will discover:

- Compete against yourself;
- Get others involved in the project, so that they take ownership, and feel obligated to make it a success;
- Write your own book and pass that out - instead of a business card;
- Always upsell. Numerous copywriting courses and seminars have hammered into me the importance of offering your customers something else;
- Always follow-up. Life is just too hectic and full of too many distractions for you to close most sales on the first attempt;
- Raise your prices. Most talented professionals that I've worked with online charge far less than what their work is worth;
- Create and offer your own bonuses when marketing affiliate products;
- Dig your well BEFORE you're thirsty. Most of the failed product launches that I've seen recently were by people who didn't plan far enough in advance, AND didn't start building essential relationships long before "NEEDED!";
- Do a big favor for someone else without even being asked!;
- Use lumpy mail. Even though you are marketing online, you should use direct mail to break through the clutter;
- Build as complete a database as possible, and protect it religiously. Having a complete database allows you to send very targeted promotions. For example, you can geo-target.;
- Jealously guard your

time. You won't get back wasted time and the "Time Vampires" will suck up all of it if you let them; - Build REAL relationships with online contacts; - And much more...

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