

10 Super Things You Can Use To Expand Your Sales

By Michael Gooden

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1. Always make sure to follow up with your customers. Including a thank-you email and plug in your other products is a good idea. Make yourself follow up every few months or so.
2. Try to upsell to your customers. If they are at your order page, explain to them about a few other products you might have. If they were interested they might add it to their original order.
3. Make a deal with your customers. Elaborate that you will offer them a complete, full, 100% return on the price if they refer 4 buying customers to you. This will make one sale expand into three sales!
4. When you are selling a product, tell your customers they have the option of joining your affiliate program so they can also make commissions selling your product to others. This will increase the sale you would have made.
5. Include in a sale some of the reprint/reproduction rights to your products. You might insert an advert within the product for other things you sell. You could make sales for the reproduction rights and sales with a back end product.
6. You could cross promote your product with other businesses' products in a package deal. You can include an ad or flyer for other products you sell and have other businesses selling for you.
7. When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will attract them to buy more products from you.
8. Send your customers a guide of add-on products for the first product they bought. This could be upgrades, special services, attachments, etc. If they liked your product they would want to buy the additional add-ons.
9. Sell gift certificates for your products. You'll make sales from the purchase of the gift certificate, when the recipient cashes it in. They could also buy other items from your web site.
10. Send your customers free products with their product package. The freebies should have your ad printed on them. It could be bumper stickers, ball caps, t-shirts etc. This will allow other people to see your ad and order.

**If it offends you to learn how an ex-felon
earned over \$100 million in 23 months,**

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