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If Content Is King. Then The  
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**15 Surefire Ways to  
Keep 'Em Coming Back**

# Plan To Succeed Online

## ***Take The Guess Work Out of Starting & Building a Successful Business Online!***

*"Some people succeed because they are destined to, but most succeed because they are determined to."*  
Anonymous

### ***15 Sure-fire Ways To Keep 'Em Coming Back***

Okay, we've already established that one of the keys to operating a successful business online is to make optimal use of all the traffic you generate. You not only want to get visitors to your site, you want to convert your visitors into customers *and* you want to keep both your visitors and customers coming back. The more they return, the greater the likelihood that they are going to purchase something.

Make no mistake about it, you must *build an opt-in mailing list* if you aim to succeed in marketing online long-term, because the majority of your business will come from repeat visitors and customers, and you must have a means of staying in touch and following up with them on a regular basis.

Here are 15 creative ways to both lure customers back and get their email addresses so that you can build a relationship of trust.

#### **1. Giveaways or Freebies, a.k.a. "Specialty Advertising"**

Okay, this one's a given. Giving something away for free - provided it has merit and quality - is sure to drive a steady stream of repeat traffic to your site and is a great way to collect email addresses. This method has been beaten to death. But here are several new angles worth considering.

First of all, if you want to attract only visitors from your target market, rather than giving away traditional, mainstream things (i.e. pencils, pens, buttons, calendars and/or refrigerator magnets) offer only items that people interested in your product or service would want (i.e. if you offer accounting services, a small calculator would make a good freebie). Try to have your logo or URL displayed somewhere on the item to build brand awareness.

Downloadable freebies like e-books, software and screensavers are the best (especially when branded with your logo or URL) as there are no shipping or handling charges. If you are going to offer an item that requires shipping, try to pick something that is generally kept around a computer, such as a mouse pad, so that it reminds people about your site when they are actually able to act upon the reminder.

Here's another thought. If you are going to offer freebies or giveaways on a regular basis, why not get your pages listed and linked from the many sites on the Internet that list places people can go to get free stuff. Simply do a search on "Free Stuff Index" or "Free Stuff Links" on the search engine of your choice and go ahead and register your site where applicable. This may not get you a lot of traffic, but every link helps.

Also, think about this. Rather than giving something away to everyone, you could simply have a draw every week. You could then ask entrants if they would like you to notify them of the winner, which again gives you permission to email them.

If you are going to be giving away free samples of your product, don't neglect to follow up with an email asking recipients what they think of it and directing them back to your website for more information and discounts on purchasing the regular version of your product. If you have a number of products, you might consider alternating your free samples, asking visitors if they would like to be notified by email when you change your free offerings.

## **2. Coupons and Discounts - The Next Best Thing to Free**

Offer coupons and discount vouchers that can be printed from your site. You can change the coupon daily or weekly to encourage repeat visits. This is a great strategy to use in conjunction with a free sample giveaway. If people liked the sample, give them the opportunity to purchase the regular version at a discount with a coupon. If they like the regular version, they may opt to purchase an upgrade - always think back-end sales!

You can also ask people if they would like to be notified by email when you update the coupons on your site. This again gives you the opportunity to present them with new information about your business. (If you operate a brick and mortar store as well as an online one, coupons are a great way to generate more off-line business.)

Remember to include terms and conditions on your printable coupons, such as an expiration date. It's a good idea to have the coupon expire within a few days or a week at most to entice visitors back to use the coupon sooner rather than later - or to return for more updated offers.

[CoolSavings.com](http://CoolSavings.com) is an online coupon network where businesses can advertise and place coupons for their products and services. (Unfortunately, this service is provided to businesses in the United States only.)

## **3. A What's New Page**

Add a "What's New" page to your site. This can mean updating your visitors with announcements or summaries of the most recent changes or additions to your site - or perhaps informing them of "what's new" in your product/service line or your industry in general. If you are faithful in updating this page and you keep the content interesting, visitors will return to your site on a regular basis to check it out. You can also ask them if they would like to be notified when updates are made to the page. If you get permission, you can then email them with news of any new products or services you have to offer or other relevant information that might prompt a return visit to your site.

## **4. A Calendar of Events**

A comprehensive, current calendar of events related to your business or your industry will encourage repeat visits - as long as you keep it up-to-date and include information that is of value to your visitors. The key phrase, of course, is "related to your business." For instance, since I host a home business and internet marketing community website, I might opt to add a calendar of upcoming marketing seminars.

## **5. The "Enter To Win" Technique**

Holding regular contests or competitions on a weekly or monthly basis is a great way to both build traffic and generate repeat visits. The possibilities are limitless but the basic idea is that a visitor must "register" by providing their name and email address at the very least.

Just don't try to trick anyone with a contest that doesn't exist - if you say you're giving away a new car than you sure as heck better be prepared to do it. There are laws that govern certain types of promotions, so be sure to abide by them if applicable.

What type of contest you hold depends on your marketing objectives. If you want to attract only potential customers from your target market, then be sure to make your prize something that relates directly to your business or products. Inform entrants that you will email them announcing the winner, which again gives you the opportunity to initiate some follow-up.

Perhaps you can hold a weekly drawing, giving your product/service away for free to a randomly selected winner from your mailing list. It won't cost you a cent. You can even get other people to provide the prizes for your competitions - free of charge. Offer your fellow marketers free advertising in your newsletter in exchange for their prize contribution. This is a win-win situation. They get free exposure and you get another prize you can use as an incentive to recruit more visitors and customers - and capture more valuable email addresses!

Here's a thought: If you are going to offer one of your products/services as the prize, have contestants write a short essay telling why they would like to have the product or service. Not only will you gain some insight as to why people might be inclined to purchase your product, but you will have the email addresses and be able to follow-up with all the losers - all of whom have written essays letting you know how much they want what you have to offer!

If your product is appropriate for a prize that would be of interest to many different types of people, you might consider finding contest sites that would like to offer your product as one of their prizes. This is a great way to build brand awareness.

Another great idea to hold onto your customers is to offer a competition relating to a product of yours that they purchased. If it is a book, you might offer a prize for the best review. If it is a software tool, offer a prize for the most innovative way customers have come up with to put it to use. If you sell a food item, have customers send in recipes using your product and select the best.

Again, emailing all entrants with your announcement of the winner will enable you to keep in touch, to share some of the great ideas you've garnered from their submissions as well as tell them about specials you might be offering that month!

If you're going to hold a contest or competition, you might want to consider offering a number of smaller prizes in addition to the main prize. This ups the odds of winning and you might get more entrants if people feel they have a better chance of winning something.

## **6. Create A Useful Link Directory**

Providing visitors with links to other relevant sites or a meta-index of links that would be of interest to your target market is another good way to generate return traffic - provided you offer quality links and update them regularly. If you're smart, you'll contact the owners of the websites you are recommending and broach the subject of exchanging links or possibly even joint venturing. If this is not an option at least check to see if they offer an affiliate program you can join.

If you're going to go this route, it's best not to put outward links directly on your home page - unless they direct prospects to other websites you own. Place the links a level or two down from your main page so that visitors get a chance to look about and see what you have to offer before you send them away. You might consider asking your visitors if they would be interested in being notified when you

update your link listing or site. You'll probably get few takers as this isn't a very enticing offer, but it gives you another shot at grabbing a few email addresses.

## **7. Host Online Chat Sessions**

Not only are chat rooms popular, for some they are downright addictive, so hosting a chat forum on your site could bring big returns provided that the topic relates to your business and the participants are members of your target market. To encourage repeat visitors you should change the topic often or offer regularly scheduled sessions (prominently posted on your site) with "celebrity" guests.

You could ask your visitors if they would be interested in being notified of special upcoming chat sessions, again affording you the opportunity to email them with offers and information enticing them to return to your site.

## **8. Bulletin Boards**

Bulletin boards are a great way to get your site visitors into the community spirit. It can be very gratifying to have people from all over the world come together at your website to interact with each other about a topic relevant to your business. Be aware, however, that you may have to keep a watchful eye on the messages and may even have to play referee on occasion.

## **9. Providing a Tip of the Day**

Have a page that offers useful tips - short snippets of useful information - that relate to your business or your target market. The tips can be offered by you (thereby enhancing your credibility) or contributed by your joint venture partners or merchants you're affiliated with. Consider offering your visitors the option of having tips emailed to them daily or weekly.

## **10. Providing All the Latest News**

There are several sites on the Web that offer live news feeds on numerous topics. If offering the headlines of the day and relevant articles would be appropriate to your business objectives and target audience, you can simply go to these websites, select the category of news you are interested in and copy and paste the code generated by your selection into your website.

## **11. Survey Says**

For people to want to fill out the survey and see the results, you must pick an interesting or intriguing topic - one pertaining to your industry and, if possible, one concerning current events. The more controversial or debatable the topic, the more people will want to contribute to your survey and get the results.

In performing interesting surveys regularly (every week or month) you are not only going to garner lots of repeat traffic, you are gathering valuable information on your market (assuming you have picked a targeted topic). If your surveys are newsworthy, you can send out press releases to publicize the results and gain free publicity for your site.

Your surveys should be short and to the point. Let people know why you are asking the questions and when the deadline is. Make your questions clear and concise. The responses should be yes/no or multiple choice. Ask people if they would like to be notified of the survey results by email or be emailed when you have them posted on your site. You might also ask whether they would like to be notified when you are conducting a new survey.

When announcing your survey results, don't just put them on a page on your website, post them to newsgroups and mailing lists that would be interested. Don't forget to add your sig-file. If you are holding weekly or monthly surveys, let people know via your sig-file what your next survey topic will be and that there is more information available at your website.

## **12. Laughter is the Best Medicine**

Displaying relevant cartoons on your site will keep it dynamic and fun. Do a search engine search for relevant material - just make sure it's not copyrighted! You can also find humorous cartoons at many clip-art sites. If you update your cartoons, jokes or trivia regularly - and they are indeed funny, interesting or amusing, people will return to view your new offerings and may even request to be notified by email when you have fresh content.

## **13. Postcards**

If you are going to go the cartoon route, why not make use of your clip art and incorporate them into postcards that your site visitors can email to their family and friends. There are many services on the Net where you can convert them easily. Just make sure the postcards are readily identifiable as having come from your website - that they display your URL or logo - as well as a tag line, if you can work it.

## **14. Games**

More and more sites are featuring fun activities and games as a way of engaging their visitors and getting them to return. You can host anything from trivia contests and scavenger hunts to interactive stories and fun libs. Let game players know that you will notify them by email of winners - and, of course, while your announcing the winner it never hurts to sneak in a harmless bit of promotion.

## **15. Reminder Service**

If you offer a product or service (books, gourmet treats, rare wines, party organizing) that is a natural tie-in to holidays or special occasions, such as birthdays or anniversaries, why not offer your site visitor or customers the opportunity to jot down their important dates. This way you can email them a friendly reminder when the dates roll around - wishing them the best and inviting them to return to your site to look over the new selection of gifts you have to offer.

## **Related Resources You Can Use**

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

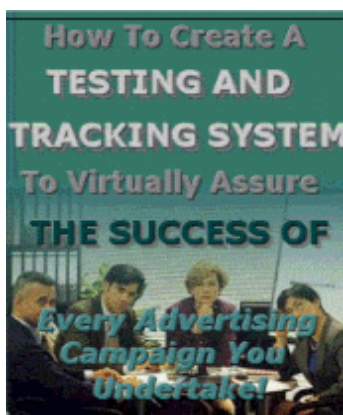
You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Planning Your Promotion Portfolio**.

**Click the link below to download this mighty pdf publication right now for FREE!**



### [Planning Your Promotion](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

### [Traffic Secrets](#) by John Reese

If you haven't heard all the buzz about this amazing mega-course you've been living under a rock, because NEVER has there been so much commotion over the launching of ANY internet product. I am not going to go into John's extensive credentials here, but suffice it to say he has a SUBSTANTIAL following on the 'NET and for a very good reason. He has a proven, astoundingly SUCCESSFUL track record over 15 years long. In [Traffic Secrets](#), he finally opens



up and reveals ALL the secrets that have made him such a phenomenally successful online marketer such as...

- How to build and geometrically grow the number of highly targeted leads and prospects coming to your website that translate into CASH and PROFITS...
- How to leverage your lead generation to gain more consistency in the number of prospects you get, and create more stability and growth in your business...
- How to build so much momentum in the flow of visitors coming to your business, that taking your website down is the ONLY way to stop it...
- How to easily discover which sources of leads are REALLY making you money (and quickly trash the ones that are sucking your time and profits)...
- How to get as much as 4-5 times more leads for the same advertising dollars, and squeeze every ounce of profit out of every visitor you generate...
- How to tap many "hidden," super-abundant sources of good quality leads (as many as several hundreds of thousands) for absolutely 100% ZERO cost...
- How to dump, once and for all, all the dumb, costly and ineffective methods that only create one-time spurts of junk traffic that will NEVER buy from you...
- How to create and follow a complete "attack plan," especially if you're currently relying on only 1-2 sources for generating your leads -- because they can change and dry up overnight (they often do)...
- How to get your hands on proven, time-tested lead generation strategies that really WORK — and not just "sounds good" regurgitated "theory" that everyone and their dog has seen, read or heard before...

And a whole lot more! Basically, in [Traffic Secrets](#) John reveals what's essentially his whole life's work — a compilation of the exact secrets he's used over the course of 14 years as a result of testing, tweaking, struggling, failing and wasting tons of money on the Internet... to ultimately succeed in drawing floods of qualified prospects to his websites (to the tune of over 1.57 BILLION visitors and counting!) and making insane profits. So, if you really want to learn all there is to know about drawing traffic to your site from someone who *really does know* all there is to know, I highly recommend that you [get this course](#) now.

### [Hypnotic Selling Secrets](#) by Joe Vitale

**"How to Legally and Ethically Turn All of Your Sales Copy Into an Irresistible Hypnotic Cash Register!"**



Just what are these ["Hypnotic Selling Secrets"](#)? Recently, Dr. Joe Vitale, #1 best selling author and internationally recognized expert on Hypnotic Marketing, sat down in a room with 10 other people (who each paid \$5,000 to be there by the way) and revealed everything he knows about the use of hypnosis and persuasion in marketing online. He revealed to these people how, using just certain written words, you can guide people into a focused mental state -- a "waking trance" -- where they are inclined to buy your product or service -- that you know they need! How by making small changes (which he shows you exactly how to do) in whatever you are currently doing you can produce dramatic increases in your results.

And as you will see [at this website](#), it is much easier than you think. Wouldn't that be amazing to know how to make small (sometimes teensy-weensy little) changes in the words you use and see your results substantially increase. To sell more of your products and services from the exact same amount of effort. To see results like these...

- Doubled the sales from a website -- with three minor hypnotic changes
- 200% increase in sales -- with just 2 hours of changes
- Tripled attendance from one email -- after one hypnotic change
- Doubled number of downloads -- with 1 hypnotic sentence
- 50% click through on a Google Adwords landing page -- with one hypnotic story

Of course these are real results from real people who have been using these [Hypnotic Secrets](#). And these are results you can start seeing too once you know and use these hypnotic selling secrets. Imagine knowing, in just a few hours, exactly how to make small "hypnotic" changes in your marketing that produces dramatic increases in your results. Find out for yourself today...

### [The Online Marketing Letter](#) by Jonathan Mizel

**Discover the amazing marketing system that dramatically increases online profits, regardless of your business, product, or service!**



[The Online Marketing Letter](#) Private Website, mastermind by Jonathan Mizel, reveals simple, proven, low-cost and no cost techniques to make more sales online. You'll learn about affiliate marketing, opt-in e-mail marketing, viral marketing, traffic monetization strategies, and much more such as:

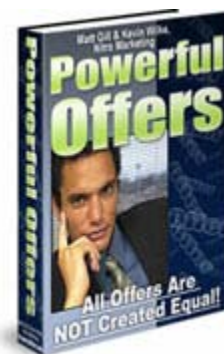
- How to roll out a product or service online using a simple, step-by-step formula anyone can follow.
- Discover the amazing NameSqueeze™ system you can use to explode your mailing list and increase conversion by 30% or more.
- How to test and track all your online advertising down to the penny.

[Click here](#) to Tap into the massive pool of targeted risk-free traffic, pick up qualified leads for as little as a nickel, automate your entire sales process, and start making more money now!

### [How to Create Powerful Offers That Pull Massive Results](#) by Kevin Wilke and Matt Gill, Co-founders, Nitromarketing

This multimedia video and ebook tutorial reveals their revolutionary step-by-step formula of how to create instant, powerful, irresistible offers that sell 477% more products with just a few minutes of work, and how to recreate it for yourself instantly. They also reveal their **Revolutionary Repeat Profit Marketing System For Generating Big Fat Affiliate Checks Month After Month...**

In the course they break down THREE complete, real-life case studies in minute



detail so you'll be able to turn around and almost instantly apply the secrets revealed to your business, whether you are an affiliate, selling on Ebay or have an online or offline business. With [Powerful Offers](#) driving your business you'll be able to generate cash on demand and have the peace of mind knowing you can create an instant "big payday" for yourself any time you want.

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