

# 10 Ways to Enhance Your Business and Increase Your Profits in 2010

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There are many things we as marketers can do in order to enhance our business and increase our profits. If we aren't doing everything we possibly can to make the most out of our businesses, then we are leaving money on the table, right? It's not rocket science and it certainly isn't difficult to understand.

This report is going to discuss 10 important, and possible crucial facts/ideas that if implemented, will increase your business as well as your profits.

Here they are:

## 1. PRIORITIZE

The first tip for enhancing your business and increasing your profits in 2009 that I would like to share with you is that you must 'prioritize' when you are working or conducting your business. This can be done in a lot of ways and in a lot of different aspects.

For instance, what is a bigger priority, hanging out on the Warrior Forum's Main Discussion section, OR writing an article (or two or three!) to promote your website, product or services? Obviously the latter should be a higher priority, but which one do you often choose to do instead? An article can be written in anywhere from 15 minutes, to an hour. Even I find myself spending anywhere from 10 minutes to several hours on the forum when I could be doing much more for my business. (Not that the information on the forum doesn't help your business, because it very much does!).

This is just one example of something you can do to prioritize your TIME better. You can also prioritize other things just as strategically. You can prioritize which projects or tasks you will work on first and in order of importance.

One problem that many marketers (and Warriors) face, is checking their stats or email much more often than needed, which takes them away from important tasks that should be getting done.

## 2. ADD A NEW MARKETING TECHNIQUE TO YOUR ROUTINE

This tip is an extremely effective one. Let's say you have 4 main marketing methods that you use to promote your business. Just as an example, let's say those 4 methods were:

1. Pay-Per-Click Advertising (PPC)
2. Classified Ads (Craigslist, etc.)
3. Social Network Marketing
4. Blogging

This is an excellent group of advertising methods to combine and implement. But, what if you were to add another marketing method in there, such as article writing for example. That would make it 5 methods instead of 4, making your new 'article marketing' method encompass a whopping 20% of your advertising!

That means you can add a lot of business and increase your profits by a significant amount by adding new marketing methods to your existing campaign.

You can add more than one method for even better results. There are many marketing techniques that are great to add to your repertoire, like:

- **SEO**
- **Link Building**
- **Article Writing**
- **PPC**
- **Blogging**
- **Social Network Marketing**
- **Classified Ad Marketing**
- **Offline Marketing (Business Cards, Flyers, Car Magnet, etc.)**
- **Offline Newspaper Classified Ads**
- **Answer Board Marketing**
- **Video Marketing (YouTube Marketing, etc.)**
- **Building a List**
- **Landing a JV**
- **Email Marketing**
- **Forum Marketing (Other than IM Niche)**
- **Outsourcing**
- **Etc.**

There are more, but I am sure there is at least ONE of the above things that you are not doing at all, or not doing enough of.

If you add one or more of the above marketing methods to your existing marketing efforts, I guarantee you will increase your profits and enhance your business over this next upcoming year.

### **3. START OUTSOURCING**

Every successful person and/or corporation is involved in outsourcing of some sort. Usually, this is the very key that allows them to achieve the level of success that they

do. If the owner of the Ford Motor Company had to make all the cars himself, do you think the company would be where they are today? The fact that they can outsource their work to enough people, who know what they are doing, makes them able to reach the success level that they desire.

You've heard the term, "Two heads are better than one." This rings true in a lot of aspects of life. It's kind of like that will outsourcing. If you can write 5 articles a day, that is great. However, if you can write 5 a day, and outsource another 5 articles per day, then that makes it 10 articles a day, instead of 5.

That just DOUBLED your marketing efforts right there, so as I said in the title of this report...You will increase your profits and enhance your business if you implement these tips. If you DOUBLE your output, you will have DOUBLE the results. Imagine if you outsourced a lot more often, or on a broader scale. Also, outsourcing will allow you to use the millionaire mindset of knowing that there are people out there who can do a better job than you can when it comes to certain tasks or skills. So instead of competing against these people, hire them!

Think about it, if you outsource a sales letter to a TOP sales copywriter, chances are that your product offer will convert A LOT more than it would if you wrote your own sales copy, or looked for a really low bargain. With excellent copywriting, an offer will tend to convert much better and sell many more copies -- which again, enhances your business as well as increases your profits.

#### **4. GET INVOLVED WITH VIDEO MARKETING!**

If you have not yet gotten into video marketing yet, this is SERIOUSLY the time to do so. Again, this is something else that can also be outsourced or done quite easily by you, at home. YouTube.com is owned by Google and everybody knows how fast your video gets indexed by Google for a specific keyword(s), and the traffic that a single video can generate.

If you are thinking that there is NO way that you can get involved in video marketing, because you just don't have the skills, equipment, or money -- Baloney!  
If you've ever filmed a friend or family member with a digital video camera or one of those camcorders from the 1980s, you can be a video marketer.

Basically, you can use a simple digital camera that has video capabilities, or you can borrow one from a friend (I am sure someone you know has one!). You can even ask them to help film you and get them in on it.

All you have to do is talk for a few minutes about whatever niche market you are in. You can give away tips, advice, or give a product review for a product that you are promoting. It can be either a product or service that you created, or one that you are promoting as an affiliate of course.

Putting the KEYWORD that you are targeting in the TITLE of the video is the best way to get your video listed on the search engines (Google) the fastest and highest ranking. There are also keyword tags that you can input in the 'tags' section of your video. It is very easy to get a FREE account with YouTube.com and it is also very easy and FREE to post as many videos as you like! This is a very powerful marketing tool right at your fingertips, and it's free.

Additionally, once you post a video to YouTube, not only will you receive traffic to your video from YouTube surfers, but also from Google searchers...But you will also be able to place the video in your website. They give you the embedded HTML code for you to simply 'copy and paste' into your website and/or blog. This gives your website the power of video -- without costing you a dime! You are surely leaving money on the table if you do not get involved with video marketing over this next year.

This tip has served as yet another way to enhance your Business and increase your Profits in the coming year(s).

## **5. GOING OFFLINE**

This is a method that I myself have only recently gotten involved in. You would be surprised at how well this actually works, for MANY online niches. The ones that work best are:

- Make Money Online Opportunities
- Work from Home
- Weight Loss
- Travel
- Health/Fitness
- Beauty

There are quite a number of ways you can market your online business, offline. A very basic way is to have business cards made with your website address (URL) on the card nice and big. Leaving these business cards in the appropriate places (provided you have permission) works wonders!

For example, if you have a website that is in the 'make money online' niche, the best places to leave your business cards would be next to things that have to do with money. Next to the scratch-off lottery tickets at a convenient store or gas station is an excellent place to put a stack of cards that says "Make Money Online, Work From Home" or something related and more specific, such as "Earn \$500 from Home!" and of course have your website URL nice and bold.

This can generate a lot of website traffic that you may have NEVER got if you hadn't put business cards in these key places. The weight loss niche is also a hot one. You can leave business cards at ice cream shops, burger places, gyms, spas, gas stations, convenient stores, etc. and get a great response as well.

Besides business cards there are: Flyers, Car Magnets, Signs, Newspaper Ads, Television or Radio Ads (can get a little expensive, but can also produce excellent results). Getting a local radio station to mention your URL and a brief description or sales pitch for your site can get you a lot of business and be very much worth a couple thousand dollars.

You can get as creative as you want with offline promotions. You can do direct mailing, put little signs in the ground where there is a lot of traffic (similar to the campaigning signs you see around everywhere only advertising your site). It is important that you do not break any city, county or federal rules and laws in your marketing efforts so always do your research as to what is allowed and what isn't.

## **6. ADD A NEW INCOME STREAM TO YOUR BUSINESS (NEW NICHE)**

There is more than likely a niche that you have not yet gotten into or have wanted to get into for a while, but are procrastinating out of fear of failure, or any reason for that matter.

Well, I guarantee that you are not involved in every single profitable niche. So, the question arises, "Why not add another profit stream to your business if you can?" I personally can't think of a reason why **not** to, can you?

Let's say you are in the IM niche and the Weight Loss niche. You may be leaving money on the table by not getting into another hot niche right now, such as holiday gifts, or a completely new niche that will be a permanent income stream, like Acne or Fitness.

Breaking into a new niche can be easy, or it can be difficult depending on how YOU make it. Getting into the acne niche (just as an example), can be as easy as putting up a site or blog about acne. Write several articles or product reviews about acne and acne products. If you cannot do the research and write articles yourself, you can again, outsource them for as low as \$4 an article for good quality articles. You can then place Google Adsense ads on your site as well as affiliate links to products that are of good quality, deliver what they promise, convert well and pay good commissions. 60-75% is the norm nowadays for most eBooks and software that are sold through marketplaces like Clickbank.com.

Once you have a site/blog set up with articles/reviews, Adsense and affiliate links, you are good to go! You can promote your new niche site via PPC, or you can write articles (or have them outsourced again) and submit them to EzineArticles.com or any other major article directory. It's anywhere from 5-10 hours worth of work to get it going, and it can cost you little to nothing and you will have a new revenue stream that will potentially bring in long term revenue.

This tip will also surely enhance your business and increase your profits in the coming year(s), provided you take action and implement it fully.

So what if you fail? That is what business and being successful is all about, trial and error. Successes and failures, there is no such thing as a perfect world. And most of the time if you pick a good niche follow your goals and stay focused you **will** succeed.

## 7. PROSPECT

You cannot achieve more success, earn more money, or anything of the sort if you don't seek out the opportunities and then grab them! There is a ton of prospecting for you to do from now and until you retire. Prospecting can come in many forms, you can do it small scale and seek out clients locally and on places like the Warrior Forum, who need services or products that you can offer them. Or, it can be done on a larger scale where you look to land some JV's (Joint Ventures) or invest in a business, find new niches, etc.

Prospecting can land you one extra deal this year, or it can land you 1,000 extra deals! How's that for increasing your profits? Even if you successfully obtain one client or make only one sale as a direct result of your extra 'prospecting' you will enhance your business and increase your profits.

Go out there and see what's hot -- and what people **want**. It's very easy to stick with what you already know and are routinely doing on a daily or weekly basis. But, if you take the time to prospect a little bit, and pretend like it is the beginning of your online career again and you are super enthusiastic about all the fresh opportunities and money making ideas that are surrounding you. You will surely find a thing (or two) that will lead to a long-term income and profit stream.

Remember, we're beefing up your business here, I am not saying to do these types of things all the time. But once every year or couple years is a good time to update, upgrade and take your business to the next level, no matter how small or large your business is.

Prospect for new clientele, prospect for new business ideas -- Prospect.

## 8. THE 'DOUBLE' EFFECT

This is something I like to call the 'Double Effect' and it is a theory/technique/strategy that I use to enhance my business and increase my profits every couple years.

The Double Effect can be applied to many different circumstances, for instance, let's talk about it on a smaller scale for a moment. If you write articles to promote your website and it is working very well for you, what could you do to double that success? Simple. Outsource the exact number of articles that you write, so if you write 5 articles, outsource 5 articles and now you'll have 10 articles. This will mean that your efforts, as well as your traffic, as well as your PROFITS, will double.

Okay, so even if they don't **double** per se, what if they improved by 150%? That would

still be MORE profit in your pocket at the end of the day. You don't even have to outsource or pay money to get double the work done sometimes. You can write the whole 10 yourself instead of just writing 5, or you can have a friend, family member or significant other help write for you as well, provided you give them a little bit of training.

What else could you do in your online business world that could DOUBLE your profits?

Can you come out with two videos instead of just one?

Can you market to 2 niches instead of one?

Can you charge double for one of your products or services instead of possibly selling yourself short?

Can you possibly (with the help of some outsourcing) pull off two launches instead of one this year?

Can you put up a website AND a blog instead of just one or the other?

Could you possibly double your PPC Advertising budget, or raise it by any %?

Any of the above tactics would either double your profits or increase them significantly, so there is no reason to ignore the magical potential of the 'Double Effect.'

I personally have my fiancée help me write articles. If I were to write only 5 or 10 a day myself, I would be at a certain level. But since she also writes that many each day, my efforts are doubled, my traffic is doubled, my response is doubled and therefore...my PROFIT is doubled.

Again, it isn't rocket science, but it works and it is a perspective that you should try to embrace.

What if you took it even further and made a 'TRIPLE EFFECT'? That would take a little bit more outsourcing, or tripling the amount of hours you work to accomplish, but triple the income doesn't sound bad to me. Most people don't DO that much work online, so doubling their efforts or even tripling their efforts wouldn't really be that difficult to do. For a more advanced marketer, maybe doubling a few things here and there such as the amount of articles submitted per month or the doubling the price of a product -- while adding a bonus to compensate of course. ;-)

## **9. GET WITH THE TIMES!**

It is 2009 and drawing closer and closer to 2010. We were supposed to have flying cars by now, but instead we have iPods and eBooks. Well, it's pretty advanced compared to even 15-20 years ago, heck even 10 years ago! A lot of internet marketers stick to what has made them money 'in the past' or they follow a business model that worked for somebody else, 'in the past.' What matters is right now. If a new product comes out tomorrow that sweeps the nation and everybody MUST have one -- your job as a marketer is to go out there and market it! Why would you stay back and market beepers or pagers, when iPhones and BlackBerries are the latest and greatest?

When Craigslist was the hottest thing around, I wrote a report about how to advertise effectively and ethically on Craigslist. It sold like hot cakes, because the topic was hot. Most of the time, Amazon.com and eBay.com will be selling the latest and hottest products on the market and therefore you can get a piece of the action by promoting these items as an affiliate. Even the greats have to 'Get with the times' every now and then. Listen to great music artists like Paul McCartney. His hits always fit in with the style of the current time. In the 60's he was writing "She Loves You, Yeah, Yeah, Yeah!" and in the 80's he was writing "Silly Love Songs" and "Ebony and Ivory" which are very much 80's style music. Getting with the times is an essential part of your business -- online or off -- and it will most certainly result in your business enhancing and your profits increasing.

Here are some things you can do to **'Get With the Times'** as far as your internet business is concerned:

- **Get into video marketing**
- **Use Web 2.0 techniques**
- **Make your site look modern!**
- **Be involved in social networks (twitter, etc.)**
- **Have video on your site, as well as new looking Web 2.0 graphics**
- **Sell Products that are popular NOW, in the current time (day, week, month)**
- **Follow the latest rule changes so you can keep up with effective SEO techniques (A lot of people use very outdated SEO tactics that don't work anymore).**
- **Use LSI Techniques when doing SEO for your site or when writing optimized articles, etc.**
- **Build a list of opt-in subscribers using a squeeze page**
- **And anything else that is new, groundbreaking, effective, creative and profitable!**

## **10. LEARN A NEW SKILL THIS YEAR**

By learning a new skill (that there is a demand for of course), there is no way that you will not increase your profits in the coming months and years. Personally, I think that copywriting is the best skill you could possibly learn, or at **very** least brush up on. If you can write effective sales copy, not only can you make a lot of money by writing the sales letters to promote your own products or affiliate promotions, but you can also charge an arm and a leg for your sales copywriting services.

If copywriting is too time consuming of a venture for you to get into, or you are not interested in it at all, there are many skills you can learn that can make you money right on the Warrior Forum itself, or on other Freelance websites as well as offline -- such as:

- **Web design**
- **Article writing**
- **Graphic design**



- **SEO Techniques**
- **LSI Techniques**
- **Learn some Time Management skills**
- **.PHP, MySQL, HTML, Java, Flash, Ruby on Rails, or any of these related skills are highly sought after and pay very well**
- **How to create your own product**
- **How to land a JV**
- **And again, anything creative that you can come up with!**

Whether you learn the new skill to use solely in your own advertising campaigns or so that you can sell your services -- you will profit highly from acquiring one of these skills. If you learn the skill to use for yourself, you will save a ton of money on outsourcing, therefore your profits will have increased. Or, if you learn the skill in order to sell your services you will also (obviously) profit greatly from that route.

Take article writing for example. If you learn how to do this simple skill, you can profit in at least 3 ways that I can think of off the top of my head:

1. Writing articles for yourself to promote your products/services, etc.
2. Saving money by not having to outsource
3. Selling your article writing services for even more profit

You will leave money on the table again if you don't learn a new skill this year. How many times do we leave money on the table on a daily basis? Think about it. All these extra nooks and crannies that we can squeeze profits and long term income streams out of can really add up to a lot, and make a significant difference in the success of one's business.

## **CONCLUSION**

It is clear that we can all enhance our business and increase our profits in one way or another, no matter how successful or unsuccessful we have been in the past. The past is over and done with. What matters is the present, which is what shapes the future. The future is important because it determines where we will be in a year, two years, five and ten years down the road. Will you be happy? Healthy? Wealthy? It's up to you in a lot of ways.

This report explains clearly, how you can enhance your business and increase your profits over the next year(s) and if you implement even ONE of the tips in this report, you will increase your profits. As a matter of fact, even if you just re-sell this report once or twice or give it away in exchange for an email address in order to build your opt-in list you will have already profited from this report and have 'increased your profits' in a way. Taking action is always the most important factor in the end, no matter how great of an idea or plan you have in mind.

I wish you all the best of success!  
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