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In this edition :

## Boundless Ways To Anchor Down More Sales

<p>1. Multiply your marketing and advertising efforts on the Internet. You can accomplish this by starting an affiliate program or using viral marketing.</p>
<p>2. Increase your ratio of visitors that purchase your product(s). You could change your headline, offer a stronger guarantee, add testimonials, etc.</p>
<p>3. Find out who are your strongest leads for buying your product by offering a free ezine. The visitors that are very interested will subscribe to it.</p>
<p>4. Team up with your competition by starting an association for your specific industry. It could lead to a profitable partnership with them.</p>
<p>5. Publish an e-zine for your employees. This could motivate them to do a better job or fill them in on were your business is headed</p>
<p>6. Search for your business' name in newsgroups and discussion boards. Some of the comments you find could help you improve your business</p>





7. Attract people to link to your web site. You could offer them a discount on the products you sell or give them free stuff for linking.

8. Develop your own opt in email list by giving your visitors a reason to give you their e-mail address. Allow them sign up to free stuff and contests.

9. Create a "PR" web page for your business. List information that could be considered newsworthy for e-zines, newspapers, magazines, etc.

10. Give your business and products credibility by linking to web sites that have written positive stories about your business.

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