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In this edition :

## Killer Profit Boosters

<p>1. Gain an advantage over your competition. You should find one benefit your competition doesn't offer and use it as your main selling point.</p>
<p>2. Design your e-zine so it creates multiple free advertising streams. Ask readers to forward it to people they know, offer ad trades, etc.</p>
<p>3. Allow your visitors to subscribe to an update e-zine. Anytime you make changes to your web site they can receive an informative e-mail.</p>
<p>4. Focus your articles on information the targeted readers and e-zine publishers want. They will get published more often, which means free publicity.</p>
<p>5. Use problems to attract online traffic. Find a common online problem and use your web site to solve it. People will visit and see your ads.</p>
<p>6. Have an informative FAQ page at your web site. Anticipate questions your prospects or visitors may have; this will help improve your sales ratio.</p>





7. Improve your negotiation skills. This'll improve your business because you're always negotiating ad swaps, supply prices, joint ventures, wages, etc.

8. Beat your competition by giving away a similar product or service that they charge for. It could be add on products, warranties, servicing, etc.

9. Build a larger online community by giving your visitors bonuses for participating on your message boards or chat rooms. Try free products, ads, etc.

10. Instead of starting an affiliate program, start a referral program. Give people discounts and free products for referring people to your site.

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