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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #8:

5 Quick Tips for Profiting From a Firesale

When you need to make a large profit online in a matter of days, a firesale can be just the answer you're looking for. However, oftentimes people have their expectations high when they begin a Firesale, but unless they follow the right steps, like all things, they may not get the results they hoped for. With the tips in this article, you'll certainly improve the results for your firesale.

First of all, it's best to understand exactly what a Firesale is and how it should be orchestrated. Basically, an online Firesale is when you would pull together a package of infoproducts (ebooks, audios, videos, software, etc) at a reduced rate and promote them via the internet. The products can be yours or products that you've acquired the rights to. People will flock to a good bargain, so if you have a winning selection of products at a great price, there can be huge profits. Oftentimes, the price of the package increases at intervals and then gets removed completely at the end of the sale.

Quick Tip #1: Create a Compelling Package

Be sure to select products that people find valuable. The products that you choose should be of such high quality that people will not think twice about purchasing. If they've previously considered purchasing the same products or similar products at a much higher price elsewhere, they'd be almost silly not to jump on your offer.

Some ways you can create the impression of higher value –

- Offer products that have never been offered before. (Exclusive content.)

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- Include special rights to the products. (Resale rights or PLR rights.)
- Offer coaching with the package.
- Include products that work together, rather than providing a mish-mash of items.



Quick Tip #2: Have a Great Story

People are drawn to Firesales because they are expecting exceptional deals. They are also drawn to them because they are curious about the story or the reason behind the ridiculously low-priced offer. Your sales page should contain a heartfelt and true story that outlines the reason why you're having the firesale in the first place.

Whether you're having the sale because of unexpected taxes, a medical reason, a celebration, or to bail out your Uncle Louie from jail, remember to include the urgency behind why you are offering this great offer. It will certainly help you to do well with sales.

Also, keep in mind that your whole sales letter shouldn't just focus on you. While a great story is necessary, your prospects will want to know how your package is going to benefit them as well.

Quick Tip #3: Make it a Price That Sells

While you certainly don't want to undervalue the products that you're selling, a Firesale generally needs to move fast. That means you should price your package of products as low as possible to achieve the most sales. Once again, you want to make this such a good deal that people will just not be able to resist it.

Quick Tip #4: Limit the Offer

Be sure that the sales page clearly explains that you're only offering this special price for a short time. Putting a deadline on such a low price will create a sense of urgency resulting in more sales for you.

Quick Tip #5: Advertise your Firesale



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Though self explanatory, if no one knows that you are having a Firesale no one will come. Of course the best way to combat this problem is through proper advertising.

You will need to drive traffic to your Firesale and the best way to do this is through an email blast to your established list, mentioning it in internet marketing forums and utilizing social media sites such as Facebook and Twitter. Of course, inviting JV partners and your affiliates to promote the sale for a profit will certainly give your sale more exposure.

Profiting from a firesale obviously isn't as hard as you may have thought. A firesale can help you to earn necessary funds quickly as customers tend to flock to them in droves. This is no surprise since firesales create a win-win situation for everyone involved.

A profitable firesale is an easy equation. A compelling package plus a great story plus low prices equals a successful firesale event.

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