

Date: October 28, 2006

How To Grow Your Business With Cross Promotions

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, you'll learn all about how you can grow your business using the power of something called "cross promotions".

Cross promotions are not a new concept, but very few people in Internet marketing know how to take advantage of them, because nobody is really teaching it. By the end of this newsletter, you will know everything you need to know to get started with this highly effective marketing strategy. You'll also learn my five-step formula for creating successful cross promotions. You can use this formula starting right away, and you'll be amazed at how quickly your business grows. First, let's answer the question...

What Exactly Is A Cross Promotion?

Cross promotions are basically a strategy that has you put your product or service in front of other people's customers as a way of getting the word out about your business. Think of it like going to a party that someone else invited you to. The room is full of strangers, and yet by the end of the night, you've met 5-10 new friends that you can now contact anytime you want.

The key is to choose non-competing businesses to run the promotions with. You want to choose complimentary businesses who's customers would also be interested in what you have to offer, and you want to make it clear that by doing business with you, no harm will be done to their business.

Why would someone send their customers to you when they've worked so hard to get them in the first place?

Well, in a nutshell, everyone wants to make their customers happy, and one thing that really builds good will with customers is when you are secure enough to recommend other people's products and services. In reality, you're not doing any harm to their business, because you're not in direct competition with them. Are milk companies in competition with breakfast cereal companies? Of course not, and yet they both share the same customers.

Here's an example

Let's say that you've created a home study course on how to create eBooks. There are lots of other companies who would share the same customers as you. Companies such as:

- Autoresponder services
- Graphic designers
- Copywriters
- Web programmers

Those people are not in competition with you, and so it would not hurt them at all to recommend your home study course, would it? That's essentially how this works. You want to get yourself in front of other people's customers by creating a win/win situation that works for both you, and for the other business person. Now let's talk about my five-step formula for creating killer cross promotions.

Step 1 - Know Thy Customer

This step is easy if you have an opt-in email list. You can just survey them about what other interests they have besides your area of specialty.

You could even (if you have this kind of relationship with your customers) call them up and just talk to them. You'd be amazed at how willing people would be to help you out if you just ask... especially if you've served them well over the months or years you've known them.

What else do they spend money on?

In the example of someone who would purchase a course on how to create eBooks, those customers would also probably buy things like:

- Autoresponder services
- Webmaster scripts
- Copywriting services
- E-Cover design services
- Forum software
- And other courses or books on related topics such as product development, or other areas of Internet marketing

Those are all separate businesses that compliment the business of creating eBooks, aren't they? Now you need to...

Determine what other types of people would be interested in purchasing your products or services

In sticking with the example above, it's easy to come up with a list of people who would love to have a course on how to produce eBooks. What comes to my mind right away is:

- Teachers
- Success coaches
- Freelance writers
- Motivational speakers
- And other entrepreneurs who think they have something valuable to say

Step 2 - Create A Win/Win Situation

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Give them lots of good reasons to accept your offer

Always remember that whenever you proposition someone to do business with you, you must appeal to his or her own selfish needs and desires. They do NOT care about what you stand to gain out of this deal. They only care about their own business. Show them that by doing a cross promotion with you, they will:

- Gain good will from customers (and increased loyalty)
- Become more famous
- Make more money
- Get more customers by swapping cross promotions with you
- Get free products for themselves or for their customers
- Increased readership

In other words, show them what's in it for them... not what's in it for you. Okay, now let's dive into the FUN part, and learn...

Specific tactics for cross promotions

There are tons of different things you could do to create a killer cross promotion. Here are a few of my favorites that I've either done myself, or have seen other marketers do over the years:

Hold a contest - You could hold a drawing where you print out the names of everyone who joins your opt-in list, and then put them into a big hat, and pull out one name.

Swap ezine ads - This one is easy. If both of you have ezines, you can just place ads in each other's ezines for free. This way, you both gain new subscribers, and it doesn't really cost you anything.

Thank you page swaps - If you are both selling downloadable info products, perhaps you could put an opt-in form on each other's thank you page so that you can share customers. After all, the person has already spent money with you. Unless you have something else to sell them, let them give someone else their business as well as you. If you do this, your opt-in list will grow by leaps and bounds with highly targeted prospects that have shown themselves to be buyers of similar products. These are the best kinds of people to have on your list.

Place ads in each other's eBooks - At the end of your eBook, simply create a "recommended resources" section where you list all of the people you're doing cross promotions with, and why you recommend them.

Step 3 - Make A List Of Cross Promotion Prospects

You want to start out by listing the different categories of businesses that you can think of who have customers that would be interested in what you have to offer. Refer to the list above for Internet marketers (places like autoresponders, graphic designers, etc).

Next, do some research and find out who the top players are in each of those areas. Once you do that, find out their contact information and enter it into some kind of spreadsheet or document so you have it all right in front of you when you're ready to contact them.

Make sure you also spend some time learning about their business before you approach them. These people get emails all the time from people who want something from them. You don't want to be one of those people, trust me. Do your homework before you email them.

Step 4 - Make Your Pitch

Always remember to talk about what's in it for them, not for you. If you contact them with that in mind, your pitch should go over very well. Spend some time practicing your pitch on a friend or two, and really get it nailed down. If possible, try to get those other business people on the phone instead of dealing with email.

Your pitch could look something like this:

Hey [[firstname]], SENDER NAME here.

Hey, I was just checking out your site, and I have a quick question. I run a similar site on TOPIC NAME, and I think my customers would really be interested in learning about your business. Do you have an affiliate program?

How about we hop on the phone and talk about it? I think we could both really benefit by recommending each other's services, and I assure you... I have a list of very hungry buyers who are looking for something just like PRODUCT NAME. Would it be okay if I gave you a buzz? If you're rather call me, here's my number: 555-555-5555.

Looking forward to learning more about you, and of course, about your business as well.

Pretty simple, huh? It's emails like this that really build a huge network of business allies, so don't take it lightly. Now let's move onto:

Step 5 - Execute The Promotion & Follow Up

This is pretty straightforward. You just go ahead as planned, but the one thing I do want to mention is that you want to let your new partner know that you are always available if they have any questions.

In Conclusion

Cross promotions are such a powerful, yet overlooked aspect of Internet marketing. I've seen entire information empires build just on this one technique alone. I hope you'll take the time and give this a try. If you do, be sure to let me know how it's helping you build your business. Print this newsletter out and use it like a checklist as you go through each step. I know you're going to be amazed when you see the almost-magical effect it has on your income.

See you next issue.

Your friend,

Michael Rasmussen

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