

Which Of These 75 “Response Modifiers” Will You Test To Capture More e-Marketing Profits?

1. Traffic Source
2. Page Load Time
3. Headline
4. First 250 words
5. Audio Intros
6. Pricing
7. Guarantee
8. Exit Surveys
9. Follow-up
10. Opt-In Page
11. Offer Deadlines
12. Limited Supply
13. Interactivity
14. Financing Plans
15. Upsell
16. Downsell
17. Cross Sell
18. Shipping Methods
19. Bonuses Gifts
20. Reposition Offer
21. Color Scheme
22. Terms/Conditions
23. Post-It Pop-Over
24. Privacy Policy
25. Ethical Bribes
26. Discounts
27. FROM line
28. SUBJECT line
29. Payment Method
30. Bold Face Print
31. Font Size
32. Order Page
33. Anchor tags
34. Text Links
35. P.S.
36. Digital Lift Letters
37. Case Studies
38. FAQs
39. Text Testimonials
40. Phone Number
41. Personal Picture
42. Movement
43. Affiliate Sign-Up
44. Member Logins
45. Product Shots
46. Continuity Offers
47. Auto Responders
48. Specific Benefits
49. Audio Guarantees
50. By Line
51. Audio Testimonials
52. Video Testimonials
53. Teleseminar Offers
54. Online Audio
55. Online Video
56. Header Graphics
57. Sub-Headlines
58. Background Colors
59. “ASK” Opt-Ins
60. Order Button Copy
61. Pop Quiz
62. Flash Video
63. Personalization
64. “Print This Page”
65. Font Style
66. Countdown Timer
67. Long vs. Short Copy
68. “ASK” Thanks Page
69. Before-After-Afters
70. Jumbo HTML Buttons
71. VIP Discount Codes
72. Live vs. Recorded
73. Prepublication Release
74. Preloaded PMPs
75. 24-Hr Voice Messages