

MAKE YOUR SITE SELL!

How to Turbo-Boost Your Site's SALES POWER by Ken Evoy, M.D.

Your Web site either makes the sale, or it doesn't.

Ninety-nine out of one hundred sites **don't** get the order.

We blame that on gun-shy, suspicious, scared Web-consumers.

Wrong.

This book is about joining the **one in a hundred**

who know how to sell on the Net...

It's about **getting the order.**



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**Dedicated to Janice, Nori, and Yuki,
the wonderful woman and two darling girls that **are** my life.
Thank you for your patience that allowed me the endless hours
of pounding away at the most important,
and best, work that I've ever done.
I love you, more each day.**



Foreword

By Joel Leonoff

Joel Leonoff is a founder of total.net, one of Canada's largest ISPs. He is now a senior Vice-President at [BCE Emergis](#), a major Canadian e-commerce company.

The only way to discover the limits of the possible is to go beyond them into the impossible.

-- Arthur C. Clarke

Every once in a while a change is introduced into society that is so monumental it affects the very essence of how we live and interact with one another. Imagine the modern world without the "innovations" of electricity, air travel or computers!

The true measure of innovation is the degree to which the advancement surpasses our imagination. The idea of air travel must have seemed ludicrous to the average person years ago. Yet today, it is vital to our commercial and social needs.

The creation, commercialization and proliferation of the Internet may well be the most significant innovation that the world has **ever** seen. It will evolve into a formidable tool that impacts every aspect of our lives.

The motion picture industry changed tremendously over 60 years, as technology moved from silent films to the space-aged high tech adventures of *Star Wars*. **We are, without any doubt, in the silent picture era of the Internet.** But the Net moves so fast that the *Star Wars* version is "coming soon to a computer near you!"

Each half-year brings such gargantuan change that it is impossible to predict what we will be doing on the Internet 10 years from now. The single "**guaranteed to come true**" prediction is that we will wonder how we ever lived without it.

The Internet is here to stay -- no, it's here to **revolutionize**. Given that certainty, the prudent business person must harness the Internet to capitalize on the opportunities that are available today, and evolving for tomorrow.

We live in the pioneer days of the Internet. These are days filled with wondrous business opportunities. You can hardly turn around without reading some new prediction like, "E-commerce Revenues to Skyrocket to \$43 trillion by 2003!"

But... **how** does one take advantage of the worldwide consumer potential of the

Internet? The reality of the Internet today is that **real commercial success stories are few in number**, although they are growing every day. So there are **no** tried-and-true guidelines that spell out the recipe for success.

How does one market to a **worldwide** audience where borders don't exist... and where potential sales are just a **click away**?

What methods are best suited for marketing into an audience that has a **15-second attention span**... and little if any patience to wait for graphics to load?

How do we develop a marketing strategy in a world where **all the rules have changed**... or better yet, in a world where all the rules are **continuously** evolving?

The questions are tough. The answer is **simple**. Find someone who's done it. Learn from all of his trials, tribulations and successes.

I first met Ken Evoy in 1977, when he was a medical student and I was the ripe old age of 12 years old. It was on a baseball diamond where I desperately desired to become an awesome pitcher. Ken was my coach.

Even then, he loved to teach. Ken displayed tremendous patience, passion and knowledge as he converted my sidearm, submarine style into the proven, tested and conventional method of pitching "over the top." I vividly remember his passionate plea that it had to be done. He stressed that if I listened diligently and practiced hard, my desires and dreams of excelling would be realized.

Twenty years later, "Dr. Ken" has figured out the Net. He successfully markets and sells his own products with tremendous success. Now, that same insight, strength, passion, and desire to teach have created **MYSS!**

Ken shares all the secrets learned from his victories **and** defeats (failure always provides some of life's best lessons). The result is an outstanding guide. It covers everything you could ever wonder to ask about how to **really** sell on the Internet. The answers jump out of the pages that follow.

I can still hear Ken's voice from 20+ years ago... "Listen diligently and practice hard." Take the information in this book and use it. Do it, and you too, **will** excel.

Oh yes... Ken **was** right about the "over the top" style of pitching. If only he could have advised me to be on the lookout for an up-and-comer named Bill Gates...





1. How to Use MYSS!

This book has many special features to enhance your reading experience. The **first six** sections below apply **only** to the **digital version** of **MYSS!**



1.1. Links to Spots within MYSS!

You know how sometimes you read something in a book, and you say, “Now where the heck did I read about that?”

Well, **MYSS!** has **internal links...** links that take you from one part of the book to a related section. So you can easily find and re-read a topic. These links appear in **blue** and are underlined.

Usually, clicking on such a link will take you to a relevant listing in [the Index](#) -- this is a separate file, labeled **Index.pdf**. From there, you can link through to relevant discussions. Go ahead, click on [the Index](#). (To return here, click in the left or right **margin** of the page -- more on the **Back** function later.)

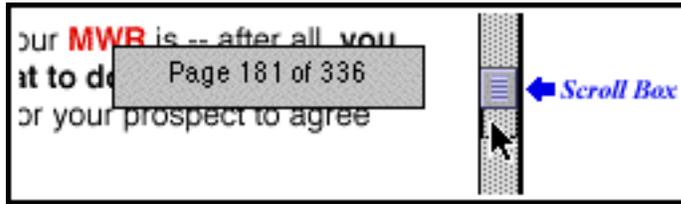
Occasionally, clicking on an internal link will take you **directly** to another spot in the book. For example, suppose the book mentioned [the Foreword](#). Clicking on [the Foreword](#) will send you directly there because there is no reason, in this case, to send you to the Index.



1.2. Navigation Features

MYSS! makes navigating easy. Here's how to move around the book...

- **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...



Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

Clicking on the Scroll **Arrows** (at the bottom or top of of the Scroll Bar, **not** shown in illustration) will **advance** or **reverse** the page one **line** at a time... holding an Arrow down will scroll the page continuously.

- **Arrow Keys** -- Pressing the **↓** or **↑** cursor key **on your keyboard** will **advance** or **reverse** the book one page at a time.

- **Table of Contents** -- Click on any numbered heading **in the book** to go to the **Table of Contents** -- this is a separate file, labeled **TOC.pdf**.

When you are in the Table of Contents (TOC), click on any heading to jump to the corresponding part of the book.

Try it now by clicking on the heading for this section (“**Navigation Features**”). It will take you to the the appropriate part of the **TOC** in TOC.pdf. To return **here**, just click on the **appropriate heading** in the Table of Contents.

SiteSELL Sidebar

When you have more than one **MYSS!** file open at the same time, you can **also** manage them via the **Window** menu in your Acrobat software...



- **Index** -- **MYSS!** has an index. It is a separate file, labeled **Index.pdf**. There are two ways to access it...
 - Click on blue underlined links in the book. This will usually send you to the relevant listing in the index. Try it now for [MWR](#). (To return here, click in the left or right **margin** of the page -- more on the **Back** function below.)
 - Click on the **page number** (bottom right corner of each page of **MYSS!**). This will send you to the first page of the index. On the bottom of that page, you will see [the alphabet from a to z](#). If you are looking for “**media**,” click on the [m](#) link. This takes you to the first page of the **m**'s in the index. Scroll until you find “**media**.”

After you find the desired topic in the index, click on any referenced page number to **link directly** to a relevant discussion. Each page **number** is preceded by a **letter**. This indicates **which volume** (PDF file) of **MYSS!** contains that particular discussion...

- **m.** -- main volume (black listing) -- **MYSS!.pdf** is the file that you are **now** reading.
- **p.** -- Product report (red listing) -- [click here to open Product.pdf](#).
- **t.** -- Traffic-building (blue listing) -- [click here to open Traffic.pdf](#).
- **g.** -- Glossary (green listing) -- [click here to open Glossary.pdf](#). Once there, **read how to best use the Glossary**.

So, for example, let's say that you see “[t.142](#)” following a topic in the index. Clicking on “[t.142](#)” will hyperlink you straight to page 142 of the Traffic volume. No fuss, no muss.



- “**Back Buttons**” -- The entire left and right margins of every page are giant, invisible “**Back buttons**.” Click in either margin to **trace back** to the previous page you were on, even if you were in a different file. Click again to trace another page back.

When you click in a margin, it turns black, and when you release the click, off you go! Here's what it looks like...



This feature is especially useful after linking to another part of the book. Once you read that material, **you'll likely want to return to your point of origin**. Clicking in either margin sends you straight back, so you can pick up where you left off.

- **Bookmarks** -- This is useful for those with larger monitors. If you have a smaller monitor, you will likely find that it chews up too much “monitor real estate.”

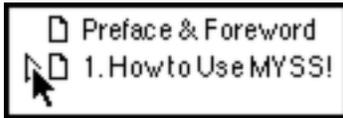
Under Acrobat's **View** menu, change from **Page Only** to **Bookmarks and Page**.



A set of bookmarks will appear in the left margin. Here's what the bookmarks for the first two chapters look like...



The triangle to the left of “1. How to Use MYSS!” means that there are “sub-bookmarks.” Move your cursor **over the triangle**, like this...



Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...



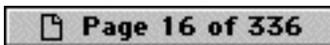
Now... here's the whole point of bookmarks. Move your cursor over the “**Links to the Web**” bookmark until it turns into a “hand with pointing finger,” then click...



Clicking on **Links to the Web** sends you to that section. Click on **any** bookmark to leap to the beginning of any section of the book.



- **Straight Page Jumps** -- At the bottom of your Acrobat screen, you will see...



Click on it. Then, in the window that pops up, simply enter the page number that you want to jump to. Then click “OK.”



1.3. Viewing Features

[Click here to open a preference window](#) -- in this window, **uncheck** the box beside “**Open Cross-Document Links in the Same Window**”. **Why?...**

MYSS! links across its many PDF files. This is best done by opening each such link in a **new** window, and **not** in the same one.

Now, still in the preference window, set the **sharpness**. Would you like the text of **MYSS!** to appear **smooth** like this?...

Your Web site either makes the sale, or it doesn't.

... or **sharp** like this?...

Your Web site either makes the sale, or it doesn't.

If you prefer the **smooth** look, **check** the box beside “**Smooth Text and Monochrome Images.**” Otherwise, leave it **unchecked**...

You can also set **magnification** and **page display layout** in the window above, **or...**

- **Magnification** -- Generally, the best **magnification** to view **MYSS!** is **100%**. But if you want to adjust this, look down **to the bottom** of the Acrobat software's screen. You'll see something that looks like this...



Click-and-hold on it.

You'll see it snap open to...



Then **enter or select the magnification** that you prefer.

If you have a small monitor (15-17")...

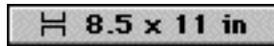
To make the words as large as possible, **maximize MYSS!'s** window so that it takes up **the whole monitor screen**. Then click and choose **"Fit Visible"** (as shown above). Experiment with different settings.

If you have a large monitor (19" or greater)...

Maximize MYSS!'s window so that it takes up **the whole monitor screen**. Then click and choose **"Fit Page."** This fits one entire page into the vertical dimension of **MYSS!'s** window (convenient for reading). Experiment with different settings and window sizes, as well as page display layouts (next)...



- **Page Display Layout** -- Just to the **right** of the magnification setting, you'll see...



If you click on it, you can choose between the following page layout options...



Single page -- displays one page in the document at a time.

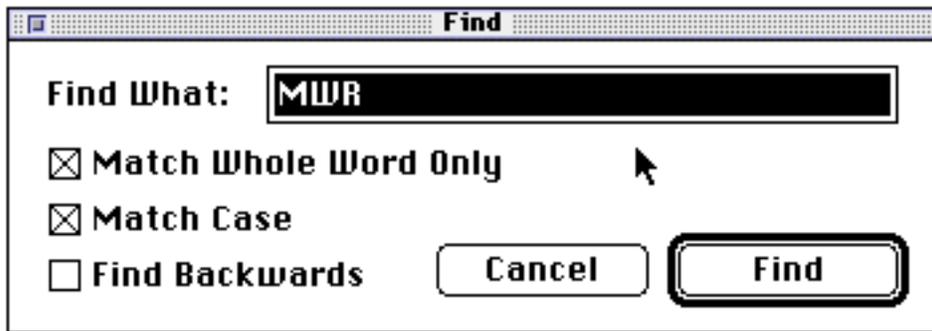
Continuous -- arranges the pages in a continuous vertical column for easy scrolling.

Continuous - Facing Pages -- arranges the pages to appear side by side. This is only a good choice if you have a **gigantic** monitor.



1.4. Search Features

To find a word, hit either **Control-f** (Windows) or **Command-f** (Mac) to bring up the Acrobat Find window...



In the example above, you are searching for **MWR**, (abbreviation for **Most Wanted Response**).

Since you are looking for exactly **MWR**, you click "Match Whole Word Only" -- if you wanted to catch any word with **MWR** in it (ex., **MWRs**), you would not click this box.

Because **MWR** is abbreviated with capital letters, you ask it to "Match Case."

Finally, you decide to look for **MWR** starting from the front of the book, instead of from the back, so don't check "Find Backwards."

Once you're done, hit the **Find** button.

If you'd like to find the next occurrence of **MWR**, just hit either **Control-g** (Windows) or **Command-g** (Mac). You'll go to the next **MWR**, without having to pop up the Find window again.



1.5. Print Features

You can print this document in the usual fashion. Please respect [the intellectual rights attached to this book](#). Do not make copies for others.



1.6. Links to the Web

Links to the Web appear like this...



Make Your Site SELL!

<http://www.sitesell.com/bkp.html>

To hyperlink to the URL, open a connection to the Internet. Then click anywhere **on the graphic**, on the **black title**, or on the **red URL** to go there. **But first, MYSS!** needs to know which Web browser to use.

[Click to open this preference window](#) -- then...

- Click **Browse** (for Windows users) or **Select** (Mac users). In the window that pops up, **find your browser, select it**, and click **Open**.
- See “**Connection type**”? “**Standard**” is fine if your browser is not offered as a choice. And ignore the other settings -- the default selections are OK.
- **Then click OK.**



1.7. Sidebars

A **sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...

SiteSELL Sidebar

A **sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...





2. Intro to MYSS!

No matter **what** you offer on the Web, **your site must SELL!**

Are you selling **digital goods** like software, videogames, or info-products (like this book)?

Perhaps you offer world-class **consulting** on your special area of expertise?

Do you sell freezers to Eskimos (to store the ice you sold them), or other **hard-good widgets**?

Are you simply selling the **image** of your company?

Or are you just **thinking** about selling through a Web site?

Maybe you're looking to expand regional sales into **global** distribution?

No matter **what** you want your Web site to sell, **this book shows you how...** like no other book ever has.

When you use the experience-proven strategies in this book, you will attract motivated, targeted customers to your Web site. Then you will sell them. Period.

If you already have a Web site, this book (**MYSS!**) will show you how to convert it into a killer sales machine.

If you don't have a Web site, but are planning one, terrific! No errors to correct. **MYSS!** will show you how to convert a blank piece of "digital paper" into a strong site that **SELLS!**

SiteSELL Sidebar

From here on in, whenever you read the word "**product**," please understand that I use it to include hard goods, digital products, and even knowledge-based consulting skills... in short, **whatever you're selling**. The principles of **MYSS!** are universal -- they work, no matter what you're selling on the Web.



2.1. Why You Need MYSS!... Today

SiteSELL Sidebar

If you are reading this introduction as part of the **free trial** download, please read on. But if you **own** this book, you have probably already read the intro -- link straight to [Chapter 2.5. Join the 1% Who SELL!... let's get started!](#)

Only a minority of companies **currently** sell on the Web. However, many surveys have shown **most businesses** expect to be ringing up Web sales before the turn of the millennium. Other studies have shown that **consumers** have already started a serious shift towards buying via the Web.

Here are just a few recent headlines from surveys by respected companies like Forrester Research, ActivMedia, Price Waterhouse, and Zona Research...

“80 Percent of Global CEOs Expect E-commerce to Reshape Competition in Their Industries.”

“Study Predicts Online Shoppers to Triple by 2002”

“44% of Companies Expect to Implement Internet Selling Within The Next Two years”

“40-fold Increase in The Number of Web Transactions by 2002, at Expense of Offline Vendors.”

“Electronic Commerce To Exceed \$1.2 Trillion By 2002”

“Thomas Register, Visa See Big Move to Web”

This mass movement **will dramatically alter the way the world buys and sells just about everything.**

Which all boils down to a simple, but dramatic, conclusion...

If you're not selling like crazy on the Web soon, you're toast. **And it's the competition who'll do the toasting.**

... And if you're **not** part of a large company, this is **the opportunity of the millennium**, especially if you're just an "average Joe."

Because as long as **bandwidth remains tight** and for as long as the **search engines remain free**, you are on an **equal footing** with Microsoft. Really.

Yes, the Microsoft site has thousands of pages. Yes, your site is a lot smaller and you're an unknown...

But when a visitor hits your **Home Page**, **you** own the screen. **You have the same initial opportunity to grab a visitor and send her down a pathway to a sale.**

In five years, the barriers to entry are going to be a lot bigger.

Large or small, grab this opportunity and start selling now.



2.1.1. Already On the Web?

Right now, at this very moment, someone is browsing your Web site. It's "make it or break it" time.

Do you know why most sites fail? Because they are developed with either the wrong mindset... or **no** mindset.

Web selling is about selling one customer at a time... **one-to-one selling**... you and the customer together in the same room talking about her, and what she needs and wants. With two differences...

1) the customer sought you out -- this is a big positive. But...

2) there's a million other guys who want a few minutes from her. And since you are actually just a "virtual vendor," the customer can click you away in a second... and doesn't even feel bad about it! This is the huge negative.

Empty whatever concept you have in your brain about Web selling and replace it with the above. **Do not go any further until you can visualize you and your customer together, with that big positive and that big negative firmly in mind...**

Ready? Great! Let's continue the one-to-one analogy just a bit more...

During your one-to-one meetings, you will meet all kinds of customers. Some will be almost pre-sold and immediately deliver your **Most Wanted Response (MWR)**.

Other people will have zillions of questions and head down all kinds of side paths and tangents. A skilled salesman never loses track of the ultimate goal -- getting the **MWR**. **This is exactly what your Web site must do, and will do, once you read and use this book.**



2.1.2. Just Thinking About It?

Stop thinking. Do!

Deciding to sell on the Web is a no-brainer...

- Cheap to start up
- Low promotion costs
- Low staffing/operational costs
- Can be completely automated
- For solo marketers, can work at your own pace
- Worldwide customers, easy to reach
- Easy and cheap to test, lowering risk
- Quick to generate income.

So stop thinking -- there's nothing to think about. Do!

Your competition is already passing you by. As a communications medium, the Web outranks Gutenberg's printing press, Marconi's wireless, and Bell's telephone... all rolled together.

Entire industries sprang up, and others disappeared under these steamrollers of

revolution. The Web will wreak similar havoc to the business landscape over the next few years.

It doesn't matter what your business is, or what you think of the Web, or whether you're worried about ruining conventional distribution channels, **get your business on the Web and make your Web site SELL ASAP...** or sooner.

If you can't see an obvious way to sell on the Web, **your competition will.** And you'll be the one who gets the worms' eye view of the steamroller!

And for the **individual?** During the rest of your lifetime, you will never again see such a low risk, high reward opportunity -- a true chance to grab the brass ring without betting the farm. If you have any kind of expertise, or hobby that can be turned into a business, or idea for a product to sell...



... **stop thinking and do!**

In five years, when the typical surfer zooms at a thousand times the speed of today, when search engines are no longer free, the entrepreneurial dream will be far harder and more expensive to reach.

Get going!



2.2. Who MYSS! is For...

I make only one assumption about **you**, dear reader... you want your site to **SELL**. If you cannot imagine what you might want your site to **SELL**, **read no further.**

But if you want your Web site to **SELL** a product, service, brand, or image...

This book **will** reward you... in different ways, **depending on who you are and what you do.**



If you have a specialized role at a mid--to-large company, this book is for you if...

- you are responsible for site design
- you are responsible for the techie stuff
- you are in R&D
- you are in sales
- you are in marketing.

SiteSELL Sidebar

The roles of sales vs. marketing in a sales-oriented Web site are light-years apart. **You will see why later in this book.**

No matter what your role is, read the **entire** book. Too many larger companies have “no man’s land” gaps between the “propellorheads” and the “suits.” Want to become **invaluable** to your company? **Fill the gap.**

And don’t skip the parts that relate to the entrepreneur. Why? **Because they do relate to you.** New product introductions increase in every industry at a dizzying pace. Every successful large company, like Microsoft and 3M, is really nothing more than a grouping of hundreds of startups.

If you are a one-man-show entrepreneur, MYSS! is an invaluable total-package guide to sales success. Of course, if you are reading this in your home office, sitting in your shorts with your feet up on your desk... when you read words like “sales department” or “marketing people,” simply read “you” instead. ;-)

Whether you are launching your first product on your own, or working for a humungous multi-national, **the information in this book will convert you into a Web sales expert. And there aren’t many of those, anywhere!**

If you want your site to SELL, this book, all of it, is for you.

2.3. What MYSS! Won't Do...

MYSS! assumes you have **zero** technical knowledge. You don't have to know [html](#) from a hammer. **MYSS!** is **not** intended to teach you html, [javascript](#), or any other kind of techie stuff. You **hire** people to do that.

Nowadays, it's the techies and designers who tell the business people how to do their sites. This is wrong. They don't understand your business, your products, or your customers.

(Of course, **if you're a techie or designer**, this book will shoot you a quantum leap forward. You'll understand the needs of the biz people who write your checks!)

When you finish this book, you will know what you want your Web site to do. You will have the power and knowledge to **direct the techies and designers to get what you want... a site that SELLS!**



2.4. If I Can, You Can!

I am a Canadian physician who formerly taught and practiced...



... emergency medicine at McGill University in Montreal, Canada. **I knew little about the Internet and the World Wide Web.**

I realized early in my medical career that doctors were doomed to be slaves to the government in our socialized medical system. I still wanted to practice emergency medicine, **but as a hobby that I loved.**

Before becoming "Web-sessed," my wife and I designed toys and games. We sold 23 of our inventions to large companies around the world, generating millions of dollars in royalty revenues along the way.

So, thanks to toys and games, medicine **is** my part-time hobby that I still love...

However, like a lot of other people, I became fascinated by the Internet. It's the digital Wild West. **Right now, everyone has the same chance to successfully market a product on the Web.**

In late 1996, I started writing a computer program for myself called PennyGold. In the six years before that, I had developed a successful strategy for investing in junior mining companies (this "occasional hobby" grew an original \$5,000 experimental stake into more than \$150,000). But in late 1996, my strategy could not identify any strong investment candidates.

So I gathered all my loose-strewn notes and rough database... and converted that chaos into the "ultimate penny mining stock software." Originally intended **for my own use**, I planned to use the software and the Internet to generate more high-potential stock candidates.

While learning about the Internet, I realized that the Web was really the ultimate "high-density marketplace." What do I mean?...

Manhattan can sustain high-niche retail stores because millions of people are on one tiny island. Well, with the Internet, you have tens-and-soon-hundreds of millions of people sitting right on your desktop!

I figured that if this software product was of interest to me, **it would be of interest to others on the Web.** So I decided to market it...



2.4.1. The Big 3 to Succeed on the Web

Launching a Web business is far simpler than a "real-world business." To succeed in a Web-based venture, you only have to succeed at three points, **each one directly under your control...**

- 1) develop a great **product**
- 2) write a Web **site** that **SELLS** with deadly effectiveness
- 3) attract targeted customers (i.e., **traffic**) to the site.

If you succeed at all three steps, your Web-oriented business has to succeed. Period. There are simply no other variables.

Of course, the “catch” is that you must succeed at **all three!**

I knew that my **product** was going to be of high quality. I had to learn how to make a site that **SELLS**, and **then** figure out how to attract targeted traffic to my site (**no point in traffic if no one buys**).

The focus of **MYSS!** is on making your site **SELL!** However, I want you to have the **entire package...** everything you need to win on the Web, from **product** to **sales site** to **traffic-building**.

So I have included **two special bonus reports**. They cover the two other pieces to the 3-part puzzle... **product** and **traffic**.

“That’s great,” you say. “But **how** do I succeed at The Big 3?” Glad you asked!...



2.4.2. How to “Nail” The Big 3

Become customer-crazed! Excel at **The Big 3** (product, site, traffic) by being fanatical about her. Make your #1 objective, “**Improve the life of my customer!**”...

- Develop a **product** that **exceeds** your customers’ needs and wants, one that overdelivers.
- Write a **site** that tells her what she wants to know -- in other words, write your site for her, not for you.
- Attract only those people who want or need your product. By understanding and focusing on your customer, by targeting her needs and wants, you’ll know how to cause her to find you.

And continue this customer-care attitude well **after** the sale. Go “above and beyond” in servicing your customers. Follow-up customer support and communication is the key to developing a **long-term** business.

OK, let’s boil it all down...

Be customer-crazed, every step of the way. The rest is just details... ;-)



2.4.3. First, The Product

Of **The Big 3** for success, **product** is perhaps the most controllable. You either have a great product or you don't. If you don't, dump it and get a new one... a great one.

And don't try to get away with selling a bad product on the Web. First, of course, it's just not ethical. But also, your life will be a misery of e-mail bombs and people spreading the word. And it just doesn't spread any faster than on the Internet!

The [special bonus report](#) on products for the Web covers...

1) Great Products that SELL on the Web -- This discusses the highest potential products/product categories. Topics include...

- The Best Digital & Knowledge-Based Goods
- Hard Goods... Only Certain Kinds
- So What's Selling Now?

2) 16-Point Product Evaluation Checklist -- Is your product appropriate for sale on the Web? How to evaluate, and re-position, your products for Web-worthiness. This section includes an excellent discussion on how to scope out your competition on the Web.

3) How to Develop Your Own Products -- If you control your product, you control everything

4) Bad Products -- Why Bother? -- With endless opportunities out there, why do it wrong? Repeat sales are the key to success. You don't get repeat sales if you sell bad products.

5) Setting the Price... -- Your pricing decision can make or break you...

- How and Why to Price **High**
- How and Why to Price **Low**

6) How to Test A Product, Free! -- Need a quick and free way to test-market your product on the Web, free? **Be sure** before launching a full rollout.

[Click on the blue link \(above or here\) to open the bonus report.](#)

Once you've got a great product, it's time to build a site to **SELL** it...



2.4.4. Next, Make a Site That SELLS!

OK, you've developed a great product. And let's assume for a moment that you can attract targeted traffic to your site. What's the difference between success and failure?...

... **your Web site!** It's the "make it or break it" step.



I realized that I would have to convince people to buy PennyGold. And I knew that fancy graphics would not do that. But words would...

Before designing/writing my PennyGold Web site, I set about reading books on copywriting, writing direct response letters, and Web marketing. I surfed through countless commercial Web sites, looking for the strongest common elements that worked.

Over time, I tried just about everything that looked or sounded reasonable -- **I kept what worked, and dropped the rest.**

Like most things in life, there's an **80-20 formula**. Most of what I tried was a waste of time. I boiled the whole process down to doing a small number of things perfectly.

While marketing PennyGold on the Web, **this trial-and-error process has developed a tight battlefield-tested system that works... and will work for you** (and **you** will save the 24 month learning curve!).

The **net result** for PennyGold? The **site increased its sales rate tenfold**, from 0.1% to 1% of all visitors, an incredible feat when you consider the "doubtful" nature of the product. Let me explain...

There is simply not a harder product on the Web to sell than PennyGold. People have grave doubts about penny mining stocks. Here's the problem...

PennyGold really does work... **but the consumer does not know that.** As a matter of fact, my potential customer has severe **doubts** when he first hits the site. You see, only **after** customers buy and use it, do they truly realize how PennyGold **over**delivers.

Despite that **huge disadvantage**, and despite the fact that we were **unable to offer a free trial download** (we limit sales to 1,000 copies, so cannot give this info away), we increased our sales rate by tenfold, and that **despite steadily increasing the price from \$197 to \$447.**



The Web consumer is a sophisticated, **doubting** consumer. I had to develop a Web site that would overcome the following problems...

- **expensive sale**
- **dubious investment arena**
- **from an unknown person** (me)
- **hard-to-convince audience**
- **without even the benefits of a trial download.**

Phew! Whatever you're selling, your product will be easier to sell than PennyGold... far easier. **PennyGold forced me to become a battle-tested expert in making sites with SALES POWER.**

This book works! It doesn't matter whether you work at Microsoft or out of your clothes closet while in your pajamas, **MYSS! will fire up your Web sales.**

The central core of this book is Chapters 5 to 15. These chapters focus on **what it takes to make your site SELL!** They cover it all, **everything...**

- how to write powerful, compelling sales copy
- building a tight, easy-to-use, easy-to-navigate site
- designing convincing testimonial and guarantee pages

- how to structure a powerful path, from the Opening Page to the Closer.



And **MYSS!** doesn't stop once you're about to get the order. I just couldn't stop there. I felt I had to round it out for you... turn the book into a complete package. Invaluable for the entrepreneur... but also a terrific learning tool for even the most experienced marketing V.P., director of sales, or Chief Techie.

So, to complete the job, we discuss such things as...

- shopping cart software and e-commerce solution packages
- setting backup responses, including how to set up and run a newsletter
- how to constantly experiment your way to large sales increases, month after month
- using e-mail to close the sales
- the critical secrets of great after-sales support
- analysis of great sites that sell
- advice from other entrepreneurs succeeding in the real world
- and on and on...



Believe me, when you finish reading this book, you will **know** how to **make your site SELL!**



2.4.5. PennyGold As a Site Example

Examples bring life to the points made in **MYSS!**. Many are drawn from around the Web. Many come from my own PennyGold site.

Please don't misunderstand the intent of the PennyGold examples. The goal is **not** to tempt you to buy PG. The point is to illustrate real-world examples, often

explaining what went on during my own trial-and-error experimenting, what worked and what didn't... **and why.**

If you're like me, you're too busy to get involved with someone else's offer. So please, when you link to the PennyGold site from this book, just check out the example **and then come back here.**



Funny thing about the PennyGold site ... it looks like a terrible site to **most** people. Why "most"? Because most folks have no interest in penny mining stocks.

And from the very first word, down to the last compressed GIF, the PennyGold site is designed only for people who **may** be interested in junior mining stocks. To them, the site is **pure gold.**

I once struck up an e-mail correspondence with a "Web marketing expert." Now this person truly knows what he's talking about -- I respect his work highly. One day, he e-mailed me with all his criticisms about the PennyGold site...

- long, scrolling pages
- "cheesy" **MIDI** music (ouch, that one hurt)
- no easy access to the Order Page from every other page
- etc., etc., etc.

His e-mail was sincere, and I respect his understanding of the Web. So I replied to each and every point, explaining how they had all been tested (ex., **orders fell by 70%** when we stopped the music for two weeks!).

I also explained that the site was netting about \$1,000 per day (our only expense being the site hosting fee)... from a product that should be just about impossible to sell (expensive, questionable, unknown author, etc.).

The bottom line never lies!

To his credit, he wrote another of his typically terrific columns. It started like this...

Just when I thought that I knew it all, along comes this guy with long scrolling pages and lots of other things that we experts consider to be "mistakes"...

He explained about all the “mistakes” (and why they were really **not** boo-boos), all in a tone that made fun of himself. The article was so funny...



... I almost split my gut. After recuperating, I wrote back to him...

You looked at the site through the eyes of a Web expert looking for mistakes. Take another look at it, this time through the eyes of someone interested in aggressive forms of investing. You'll see a whole different site! :-)

I aim the PennyGold site purely at the heart of my target customer... the aggressive investor with an interest in penny mining stocks. Everyone else will exit quickly. And that's OK with me -- I know that I could never change their minds.

Should **you** review the **whole** PennyGold site on your own, **you will see many places where I break the rules in MYSS!** At first glance, the PennyGold site may even strike **you** as a **bad** effort that could not possibly be an effective sales-generator.

But you'd be **wrong**. **Why?**... Two reasons...

1) The site **targets** a small, well-defined group of investors. I have crafted the “sales copy” **purely with my target in mind**. You, dear reader, are probably part of the “everyone else” who has **no interest** in penny mining stocks -- you may not find the copy appealing, or even interesting!

2) We are **not** trying to sell as many copies as possible... we are only selling 1,000. It's important that they fall into the right hands. So the site has a **second important function...** to weed out the “get rich quick” junkies, the lazy, and those who are not smart enough to use it well. Sometimes I have to **break the rules** to do that.

For example, I do **not** provide access to the PennyGold Closer Page (the Order Page) from every major page on the site. That's because I want to be sure that the visitor has read, at a minimum, my Opening Page, and an important “weed-out” page just before the Closer Page.

Here's the bottom line... Aggressive investors with an interest in penny mining stocks invariably think that PennyGold is an awesome site. Everyone else sees an irrelevant, boring site. So, if you don't see the power of the PennyGold site...

Look again, this time through the eyes of my target customer. There's much more to the PG site than meets the eye. I'd hate for you to miss the point...

The PennyGold site has taught me all I know about selling on the Web. I hope to share that with you. Please remember this about the site...

Nothing is there by accident -- there are **no unintentional mistakes** (well, one actually -- we'll discuss it later).

And the proof is in the pudding -- the PennyGold site SELLS! :-)

SiteSELL Sidebar

Should you review the www.sitesell.com site, you won't see any rule-breakers. Just a sharp, tight site that **SELLS**. The book was almost completed before we wrote this site -- we'll draw many examples from it in the **next** edition of **MYSS!** In many ways, sitesell.com is a better pure-sales site than PennyGold.

2.4.6. Finally, Attract Targeted Customers

Once you've got a great product, and a killer sales site, it's time to bring **targeted, motivated** traffic to your sales machine...

There are hundreds of books related to Web sales -- I own 'em all. I also subscribe to every imaginable Web marketing/promotion and Web sales newsletter and e-zine.

You know what? All the books and e-zines teach you that "if you bring more people to your site, you'll get more sales."

And this is true of course. **Unless your site barely sells at all.** If you can only convince 1 visitor out of a million to buy your product, you're wasting all that good traffic.

That's why I focused **first** on designing/writing a site that would be **SALES-effective... and then...**

... developing the traffic. I tried more ways to bring targeted traffic to the site than I

care to think about. Most of what is written in those books is, to be kind, **extremely time-inefficient**.

OK, OK, let's be blunt -- they were huge...



...time-wasters.

Don't get me wrong. Through **time-sucking** trial-and-error, I did manage to build traffic to a few thousand hits per week. This was the only way to discover what builds traffic.

Lucky for you, you won't have to do that! Because, starting from scratch, I have just about tried it all. Once I discovered **what worked**, I perfected it.

That's when traffic really started to soar. From struggling along at 3,000 hits per week, traffic rocketed to 50-60,000 hits per **week...** with **a quarter of the effort** it took to reach the 3,000 hit plateau.

Sales, of course, increased proportionately, because my methods attracted **only targeted customers... people with an interest in what I was selling.**



I include everything I know on traffic-building in the second **bonus report**. This special bonus report concentrates on **what works**. You'll also find out which techniques are the true **time-wasters** -- avoid falling into the same chase-your-tail traps.

You'll discover how to build targeted traffic **in the most time-and-money-efficient ways possible**. This report covers all of the most effective **online** methods for building traffic. And it also targets the best "bang-for-your-buck" **offline** ways, too.



I devote special attention to the "**bargain of the millennium**"...

... the single most important traffic-building method of all...

... the Search Engines. This **special report** shows you **all you need to know** to attract motivated, interested customers to your site... **cleanly, simply, and**

deadly-effectively... and ethically, in such a way that even the most sensitive, stringent Search Engine won't object.

Actually...



... they'll **love** the way you do it.

I had originally planned to cover it all in 40-50 pages. But it grew to almost 200! It's so crammed with absolutely essential traffic-building information, that I just couldn't edit it down. It's a book in itself, and, as one "beta-reader" remarked...

... "it alone is worth five times the price of the entire book!"

Most beta-readers thought I was nuts to include it as a free bonus report. But I wanted to complete the **Big 3** (product, site-selling, traffic-building) ... give you **everything you need** for Web success.

Here's a quick look at just a few of the traffic-building topics...

- **Search Engines (SEs)** -- It amazes me -- 90% of what you read about keywords and SEs will be **wrong**. When I **VIEW SOURCE** the Web pages of 99% of all Web companies, I am stunned to see how badly they structure their pages.

The SE chapters discuss in detail how to generate keywords and how to use them to drive targeted traffic to your site. Forget the "theory" -- this is full of **nitty-gritty "how to" info**. I even include an example of a fully engine-optimized page, html and all!

I guarantee that you're **not** doing any of these techniques. Master this info and you will join the 1% who know how to work **with** the SEs to build traffic.

- **Yahoo!** -- Not only did PennyGold get listed in Yahoo!, we managed to get the listing modified (supposedly impossible). Yes, there really is a way that works. And it's not difficult.

- **Other Online and Offline Traffic Building Winners** -- Again, hard experience and

original experiments will show you how to build traffic online and off. There are methods here that have not been revealed before ... anywhere!

- **The absolute time-wasters** -- save yourself months of poorly spent time. I explain why these are boondoggles, and not just for PennyGold, but for any product.



The traffic-building report completes the package. From great **product**, to a **site that SELLS**, to bringing **targeted traffic** into your site, you will be in **complete control of your Web destiny**.

Master the Big 3 of product, site-selling, and traffic-building, and there's just no way to fail.



2.5. **Join the 1% Who SELL!**

OK, let's summarize...

To succeed in a Web-based sales venture, you only have to succeed at three levels...

- 1) develop a great product
- 2) write a Web site that **SELLS!**
- 3) attract targeted customers to the site.

All Web marketing and sales books focus on the third level, building traffic. **Why?** What's the point of receiving millions of visitors per day if no one's buying?

Instead, your initial order of business is to **develop a site that SELLS!** So...

First, offer a product that will sell on the Web. Some products just don't cut it on the Web. **MYSS!** will help you evaluate your current products and to develop new ones that are sales-appropriate for the Web.

Second, make the sale an almost inevitable outcome. The function of your Web site is to sell your product, OR... to generate a lead toward a sale. **To increase**

sales, simply increase the percentage of visitors who buy. Not very complicated, is it?... And very “do-able.”

It’s critical to keep the following in mind while designing your site... **everything you do must be geared to increasing the percentage of visitors who buy. Ninety-nine percent of Web marketers just don’t think like this when they design their site. You will.**

MYSS! focuses on **site-selling**. It shows you how to **build a tight, sales-oriented site that climaxes irresistibly at your “Closer (Order) Page.”**

Then, and only then, is the final piece easy to fit into the “Web sales puzzle”... **build your traffic.**



2.6. Getting the Most Out of MYSS!

The best way to get on the cutting edge of Web sales, **fast**, is to simply read this book, from front to back. **MYSS!’s** pages have been designed for rapid, easy-on-the-eye, on-screen reading.

If you’re a total neophyte to Web sales, this **front-to-back, “zero-to-hero”** attack is the fastest way to become a **Web sales pro.**



If you **already** have some experience, use the “**read what you need**” approach...

Each chapter has been written to stand on its own. **Scan the [Table of Contents](#)** -- I guarantee that **MYSS!** covers **whatever** you need to know about Web-selling. Use it to solve your most pressing problems. **For example...**

If you feel that the words on your site lack **sales-generating punch,** read the chapter on **[how to write words that sell](#)**. If you’re having trouble converting **interest into sales,** then jump to the sub-chapter that reviews a **[checklist for quadrupling your Conversion Rate](#)**.

SiteSELL Sidebar

If you **also** want to “read paper,” here’s what to do...

- Print out a chapter (or order a printed copy of the book).
- Drink-of-choice in one hand, pen and book in the other, **settle into a...**



... nice comfy chair.

- As you read, circle **the links** that interest you.
- Return to the digital version, and click on the circled links to check them out.

No matter how you use **MYSS!**, start with a quick peek **at the last three sections** of Chapter 20. That's where I strip the entire book down to the bare essentials...

- **11 Steps to a Site that SELLS!**
- **The Top 6 Rules in 17 Words**
- **The Bottom Line**

Please skip to the back now and read the last three sub-chapters of **MYSS!**, then return here...

...

...

OK, back already? Super! Now that you know **where** we're going, **let's go!...**

... it's time to...

**MAKE YOUR
SITE SELL!**

...





3. **Most Wanted Response**

Once your prospect has reviewed your Web site, don't leave him hanging. This is **not** a TV commercial... He must **do** something... he must **respond**.

What do you **most** want your visitor to do? We call this "visitor-must-do" action the **Most Wanted Response (MWR)**.

The **Most Wanted Response (MWR)** is **the** single most important part of your entire Web site. **If you do not set one for each product (or product line), there is almost no point to your site taking up bandwidth, if you want your site to SELL!**

Let me put it another way... **your Web site exists to get the MWR.**

SiteSELL Sidebar

I labored over what to call the **MWR**. I easily spent more than a full day on this term. Why would I "waste" a day on a name. Because it's that important!

I changed from KEY RESPONSE to #1 RESPONSE to BUSINESS-BUILDING RESPONSE to FIRST RESPONSE to PROFIT-MAKING RESPONSE. I tried terms with words like ACTION, MUST-DO, REACTION, PRIMARY, TOP, etc., etc., etc.

But, when I boiled it all down, I simply asked myself the following questions about my own PennyGold site...

What Do I Most Want My Visitor To Do? Why does the PennyGold site exist?

Well, that was simple... "I most want visitors to buy PennyGold."

Now, Ken, apply a name to that. Not a slick-but-vague slogan. A clear name that focuses everyone on the **#1 goal for their sites...**

Most Wanted Response (MWR).



3.1. **Set Your Most Wanted Response**

Before you write your first word, before you worry about site design or architecture, before you worry about graphics or your Table of Contents...

Set Your **Most Wanted Response**.

Why must you do this before anything else? Hey, great question! I'm glad you asked...

Once you set the **MWR** for a product (or product line), you will design that entire part of your site towards **getting it**. Every word you write, every graphic you include, every form you design, will be chosen to steadily increase your odds of **getting the MWR**.

“Getting the MWR” becomes your overriding goal. **Setting the MWR** focuses you totally. **If you don't set your MWR, there is no way to design an effective Web site that SELLS!**

Right now, **think** about your **MWR...**



... What Do You Most Want Your Visitor To Do?

Do you want to make a direct sale? You can sell **almost anything**, from info-products to services to country inn (or Hilton) reservations.

If your product is too difficult to sell straight off the Web, craft your **MWR** appropriately. If you sell a \$10,000 piece of software, offer a free download for a 30 day trial as your **MWR**.

Are you an **OEM?** Or are you selling a service? Generate a lead as your **Most Wanted Response**. In this case, you may decide to focus your site on convincing your prospect to **fill in a form** with name and contact information, requesting to be phoned by a sales person.

Even when a direct, off-the-Web purchase is not the **MWR, you are still selling**.

You are still trying to make your customer “buy” your **MWR**, not the product (at least, not immediately). Even if your **MWR** is to “give away” a freebie, you have to sell that freebie (just as hard as if you were selling the product itself).

Maybe you want your visitor to subscribe to your free newsletter, or enter a contest (super for building a database), or request a free report or any other desirable freebie you can dream up. All are nice ways to build a mailing list for ongoing direct e-mail marketing. (As we’ll see later, these are more likely to be [Backup Responses](#).)

Or perhaps you want your site to support your retailers (resellers) -- in that case, get your visitors to print and clip coupons for discounts at retail.

Or maybe you just want your prospect to request sales materials (printed matter, CD-ROM, whatever) by regular mail.



With a little creativity, it really doesn’t matter what your business is. **Set a good MWR.**

What makes a good MWR? Hey, another great question!...

First, it must be reasonable, given the product that you are selling. If you are selling a \$10,000 piece of software or your personal consulting services, you are unlikely to generate a direct sale from the site. Your **MWR** is to **generate a lead**. You will make the sale later, **person-to-person**.

Second, it must be “measurable.” You must be able to measure the effects of changing your Web site. If you make an important change, how can you tell whether your site’s better, if you don’t have a way for your visitor to respond?

What if you added 43 fantastic testimonials from happy customers? How will you know what effect that has had, **if you don’t have an MWR that you can measure?**

Here’s another example...

Let’s say you double the traffic to your site. Whoops! The number of **MWRs** is the same. This must mean that the extra traffic was non-targeted. They were poor prospects. So if you spent money on this marketing effort (ex., banner advertising), it was not money that you should spend again. How would you ever know this if you were unable to measure **MWRs**?

If you don't set a hard, measurable **MWR**, how the heck will you know when you're doing the right thing?

Third, the method to submit the MWR must be a good fit for your customer. If all of your business comes from Europe and your offices are in Canada, providing a 1-888 order line is **not** a good fit (1-888 does not work for overseas calls). But a **form** that your customer fills in and submits directly from the Web page is perfect -- it's fast, free and immediate. We call this kind of Web-based form a **Response Form** from here on in.

Fourth, it must qualify your visitor. Obviously, a direct sale certainly weeds out the tire-kickers. But if your goal is to **generate leads** for your million-dollar bridge suspension joints, you'll design your **Response Form** to qualify your lead, as we'll see in the next section.

OK, now that you've **set** the **MWR**, let's **get** it.



3.2. **Get Your Most Wanted Response**

If you sell **many** product lines, each starts with its own **Opening Page**, has its own **pathway**, and ends in its own **MWR Closer Page**. Once you have **set** your **MWR**, every single word and graphic builds to **getting** it.

The **MWR Closer Page** must **close** the sale. Although we will discuss the **Closer Page in more detail later**, suffice it to say that you must figure out the best way to **make your visitor deliver the MWR**.

The exact mechanism of getting the **MWR** depends on...

- what exactly the **response** is
- the nature of your **product**
- the nature of your **customers**.

For example...

If your **MWR** is to get the **direct sale**, **how** do you want them to buy?...

- Do your visitors complete and submit a basic [Response Form](#), after which you phone to process the order (useful for high-end, low-volume products like PennyGold)?
- Or do they also include full credit card info (on the **Response Form**) via a [secure server](#), after which the info is processed automatically (useful for low-priced, high volume items like this book)?
- Do they simply call your 1-888 order line?
- Do they snail-mail you with a check?
- Or all of the above?

Let's look at the 1-888 option. Inbound telemarketing is **measurable**. If it is clear that they are calling the "Order Line," it also **qualifies** the responder. The particulars of your business will determine whether you should use a 1-888 number or a regular long distance line to handle inquiries.

Another example...

If you are selling those \$1million expansion joints for bridges, generating a lead is a reasonable **MWR** -- you certainly won't sell many joints straight off your Web site, no matter how great you make it. So your **MWR** is to **generate a lead**.

Let's use this example to review what a good **MWR** should be...

... reasonable (✓)

... measurable (✓)

... good fit (✓)

... qualify the visitor (✓)

Ask your visitor to complete and submit a **Response Form** asking you to contact them with more information. Make it clear that a sales person will call.

Submitting a **Response Form** is **the most reasonable** (✓) way to generate a lead. It's easily **measurable** (✓). It's a **good fit** (✓) for your customer, especially if a good deal of your business comes from overseas (which is likely).

And you can tailor the form to qualify (✓) your customer “just right”.

Remember... **set, then get.**

SiteSELL Sidebar

Review the basics of designing a form that works.



3.3. **MWR Doesn't Apply to You?**

Perhaps you think that the **MWR** doesn't apply to your business? Well, maybe that's true...

... if you don't have customers!

Otherwise, no matter what your business is, you not only **can**, but **must**, design an **MWR**, one that is appropriate to your product and customer.

There's never a good enough reason to have a site that serves as a mere TV commercial. **Think... What is your site's Most Wanted Response?**

What's that? You provide off-shore tax avoidance structures for the well-heeled? First, understand your target market. In this case, it's likely to be the tax attorneys of the rich. Build a site that proves your competence to them... beyond any shadow of a doubt.

Perhaps you close with this simple **MWR...**

“Please call me (514-555-1212) to discuss establishing your clients safely offshore. I will be happy to provide you with a list (and phone numbers) of customers whose estates I have moved out of the grasp of voracious governments.”

Of course, you will prepare a **telephone script** that qualifies those who respond by calling you. But you get the idea...



What's that? You sell hamburgers and your name is McDonald's? Simple, get your visitor to fill in a coupon to sign up for McDonald's news... and receive a

coupon for a discount on new food introductions!



You're GM? That's easy. Let your customer design his own car -- model, colors, options, etc. Offer him a 2% discount for printing out that perfect custom-mobile and bringing it in to his nearest dealer within 30 days.

Still arguing about this? You say that printing coupons isn't measurable? What if you get your visitors to fill out a form requesting such a coupon. Your autoresponder e-mails back a "secret" URL, with the customer's name and a unique serial number on it. All your customer has to do is print it!

Conclusion?...

No matter what your business, you must design an appropriate **MWR**. **A Web site without an MWR is like an amusement park without rides... what's the point?**

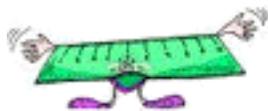


3.4. **It's Not Just the Number, It's the Rate**

You actually want to track two numbers...

1) **MWR** -- On a weekly basis, record the number of **Most Wanted Responses** generated from the site.

2) **Conversion Rate (CR)** -- Use [log file analyzer software](#) to track the number of visitors (or get your techie to do it). Divide the number of **MWRs** by the number of visitors to get the **CR**. The **CR** is the percentage of **visitors** that your Web site converted into **responders** -- it's the **percent** of visitors who will deliver your **MWR**.



Now you really have a way to **measure and interpret** results!

For example...

Let's say you improve your [offer](#) on the **MWR Closer Page**. If your **CR** doubles, you know you have a winner.

Or, perhaps you doubled traffic to your site? If your number of **MWRs** doubles,

while the **CR** remains constant, your traffic-doubling efforts have been a success.

[More on the CR later on...](#)



3.5. **Respond to the MWR... Fast**

Whether it's a 1-888 call, or an e-mail inquiry, or a **Response Form** submission, what is your "respond to the **MWR**" process? Assign someone to respond, and respond **well**, to each **MWR**.

What is your response time? In this digital age, people expect a response within 24 hours. **Beat that by responding same day.**

If you can respond in a quality way **within an hour**, you've arrived! Your prospective customer will be impressed... **the first step to cementing a longer-term relationship.**





4. **It Starts With Product**

“Ce n'est pas bien, bien compliqué,” as we say here in Quebec, Canada.

Translation?

“It's not terribly complicated.”

If your products deliver poor price/benefit ratios or are inappropriate for sale on the Web, **quit wasting your time. Quit wasting your visitors' time. Don't sell via the Web.**

Or better still, **develop a good product that is appropriate for the Web.** It's not only the **right** thing to do... it's the **smart** thing to do.

[Click on the blue link \(above or here\) to open the bonus report.](#)





5. You Can Write to SELL!

Words are the most powerful drug used by mankind.

-- Rudyard Kipling

The written word is your most powerful tool -- it will make or break your effort to persuade your visitor. The right words will turn your visitor into a customer. A single wrong word will drive her to a competitor, never to return.

Read the preceding paragraph again.

Here's the biggest mistake currently being made on the Web today...

... sales-oriented Web sites spend tens of thousands of dollars on graphics and gizmos. Then the assistant product manager throws up some marketing mumbo-jumbo text. Not a penny spent to craft compelling, sales-oriented copy.

Each sentence, each paragraph, each headlined section, must keep the readers' interest high. It must all build towards getting the **MWR**. Once you're "done," review your copy with this in mind.

Bottom line? **It's the words that sell, not the pictures.** Doubts? Try this experiment...

STEP 1 -- Go to any sales-oriented Web site.

STEP 2 -- Imagine the site without any graphics. Could it **sell**?

STEP 3 -- Imagine the site without any words. Could it **sell**?

Choose the right words ... **words that SELL!**



5.1. **Know Your Customer**

You will read “customer-oriented” or “write for your customer” or “put yourself in your customer’s shoes” at least 1,000 times in this book.

To be customer-oriented, **you have to know your customer...** seems reasonable, right?

Let’s start with a wide-angle customer view, and then narrow down until we understand your particular target market.



5.1.1. **So Who Is on the Web?**

[CyberAtlas](#) perhaps said it best when it comes to Web demographics...

“As more people get online, cyberspace begins to look more like Earth.”



However, as of May, 1998, the whole world is **not yet** online (somewhere between 60 to 120 million people are online, depending on who you believe). So it would still be fair to characterize the population of Web surfers as follows...

- **Males** still outnumber females but the **gap is closing** -- 39% female as of May, 1998 (5% in January 1994). Females accounted for 52% of all Internet users who have been online **for less than a year**. The 9th GVV WWW User Survey, also found that 44% of all users aged between 11 and 20 were women.



- **English** is by far the dominant language on the Internet (93%) -- even in Europe, 39% reported English as their primary language.



- **Connection speed** -- 60% connect at **modem speeds of 33.6 kb or less**. 4% connect at 14.4 Kb/sec, 71% connect at speeds ranging from 28.8 Kb/sec to 1 Mb/sec, and 17% at 1 Mb/sec or greater.

-
- **Web users are young, but getting older** -- 36% of those now surfing the Web are over 40 years old, with an average age that has steadily increased over the past two years from the low 30's to 35 years old.



- **Education** -- over half have completed **college or an advanced degree** (50% with at least one degree), 81% with at least **some** college education.

-
- **Largest occupational groups?** Primarily from education-related fields (26%), followed closely by those in computer (22%) and professional (22%) fields.

Business professionals, lawyers, accountants, executives, managers, high-techies, skilled tradespeople, sales execs, government employees, educators, retirees, and health care professionals.

-
- **Income** -- only 18% make less than \$25,000 a year, and 42% make more than \$50,000. Average household income was \$52,500.

-
- **Marital status** -- married (41%), the next largest is single (39%).

-
- **Large numbers of students**, especially from colleges and universities, who take advantage of educational Internet access.

-
- **Net experience** -- The largest category of respondents has been using the Internet

in one form or another for 1 to 3 years (45%). 18% were new users (less than one year), unusually low compared to previous GUV surveys (perhaps an aberration).

• **Frequency of use** -- 88% use the Net at least daily. The breakdown is...

- 27% of users go online over 9 times daily
 - 18% go online 5-8 times per day
 - 43% access the net from 1-4 times daily.
-

• **Amount of use**

- 26% more than 20 hours per week
 - 33% are online 10-20 hours each week
 - 41% use it for less than 10 hours per week
-

• **Place of access** -- 63% access the web exclusively or primarily from home. Males are more likely to have access to the web from several places (home and work), while females and those over age 50 are more likely to access from home. 67% pay for their own Internet access, while 31% have their access paid for by their work.

• **Primary Computing Platform** -- Win95 (70%), Macintosh (13%), other Microsoft platforms (12%).

• **Choice of browser** -- 61% by Netscape Navigator, 31% Microsoft's Internet Explorer. Microsoft is gaining market share -- users on the Internet less than one year are 51% Netscape, versus 47% Microsoft.

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So who is your typical Internet user? Well, he's a frequent user, American (84%), white (87%), English-speaking (93%), 35 years old, educated and making good money.



For more info on Web demographics (sources for the above info), here are two great sites...



GVU's 9th WWW User Survey

http://www.gvu.gatech.edu/user_surveys/survey-1998-04/

Much, but not all of the demographic information above was drawn from **GVU's 9th WWW User Survey** (conducted April-May, 1998).



CyberAtlas

<http://cyberatlas.com/>



5.1.2. Attitudes To Web & Shopping

From [GVU's 9th WWW User Survey](#), here are some survey results that measure the attitudes and behaviors of people using and shopping on the Web. **These have direct relevance to making your site SELL!**

Start thinking about these now. MYSS! addresses them all, and much more, in the chapters that follow. For now, here's the data.

• Problems Using the Web

- takes too long to download pages (65%) -- **53% of respondents reported that they had left a web site while searching for product information simply because the site was too slow.**
- broken links (56%)
- finding new information (46%)
- finding known information (28%)
- organization (24%)

• Most important technology used online -- users found the following technologies indispensable.

- **Email (94%)**
 - **WWW (91%)**
 - Java/Javascript (30%)
 - Chat (24%)
 - Audio (21%)
 - Video, Digital signatures, Net Phone, Net Fax, 3-D, Push (all under 10%)
-



- **Community** -- 45% of respondents become more connected to people like themselves. Experienced users (over 4 years online) are most likely to feel connected (52%). People feel more connected with others who share their hobbies (44%) and professions (33%).
-

- **Falsification of Information** -- 49% never provide false data when registering with a web site, which unfortunately means that 51% do, at least some of the time. 25% falsify about a quarter of the time, while **5% routinely provide false information.**
-

- **Willingness to Pay Fees** -- people **don't** want to pay fees. Here's why...
 - They feel that they can get it for free from other sources (45%). So, if you want to charge for access, **unique content is critical.**
 - They are already paying to connect to the Internet. They don't want to pay anything else "because it should be for free" (33%).
-

- **Reasons for shopping on the Web** -- percentages for personal shoppers and professional buyers are significantly different, so I include both here (personal shopper first).

- convenience (78.4%) (76.1%)
- no pressure from sales persons (66.4%) (57.5%)
- saving time (64.2%) (62.4%)
- vendor information (60.7%) (75.2%)
- availability of reviews and recommendations (30.8%) (42.9%)

• **Products Sought on the Web...**

- computer hardware/software costing **more** than \$50 (78%)
- computer hardware/software costing **less** than \$50 (73%)
- books and magazines (72%)
- travel arrangements (68%)
- music recordings (63%)
- investment choices (40%)

Except for investment choices, respondents are more likely to seek information using the Web than using newspapers and magazines, and much more likely than using direct mail. Information about investment choices was equal to print news media.

• **Type of Information Web shoppers search for...**

- detailed information about products and services (86%)
- price comparison (80%)
- availability of products and services (78%).



- **Searching behavior** -- Web users take about 10 minutes to find what they are looking for. They succeed about 60% of the time (numbers improve with years of experience). They tend to give up after 15 minutes of futility.
-

- **Web Ordering** -- 76% have ordered a product or service by filling out a form on the Web. **This figure has grown dramatically over the years!**



- **Purchases on the Web** -- An increasing number of people are making purchase decisions based on information gathered from the Web.

And they're doing it with increasing frequency. One-third are purchasing this way 1-2 times a month, more often among experienced Web users. Most purchase decisions are the result of intentional searches, also increasing with experience.

Growing numbers are regularly paying via the Web, indicating increased confidence.



- **Spending on Web Purchases** -- The largest percentage of respondents who made purchases over the Web in the last six months spent between \$100-\$500 (33%) and a group almost as large spent more than \$500 (30%). The amount spent increases according to the number of years a person has been on the Web.



- **Opinions on Providing Credit Card Information** -- 55% **don't** consider providing credit card info as the major obstacle for making purchases on the Web. 61% **don't** consider it more risky than providing the same information over the phone. Of course, that means that 45% and 40% are on the "wrong side" of the fence.

Neither lower prices nor higher quality of products had much bearing on the respondents' **willingness** to provide credit card information over the Web. The major factor is **reputation** of the vendor (76%). Respondents were most likely to provide credit card information using a **secure transmission** over the Web (81%).



- **Reasons for Not Purchasing over the Web**

- not being able to judge the quality of the product (39%)
- not trusting that credit card number will be secure (39%)

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- not trusting that personal information will be kept private (27%)
- faster/easier to shop locally (23%).
- heard that it is not reliable/trustworthy/secure (9%)
- found the process to be (or think the process will be) too complicated (5%)
- only 2% have actually had a bad experience with web purchasing.

• Reasons to **Abandon** a Web Store

- could not find what they were looking for (56.4%)
- site disorganized or confusing (53.7%)



-  pages were too slow to download (53.1%).

The percentages above are for personal shoppers. They are even higher for professional ones (62%, 61%), and 60%, respectively), and for those with more experience on the net, and for those age 21-50.



5.1.3. An Informal Top 10 Web Activities...

According to Jesse Berst, who writes a terrific column, here are the top 10 Web surfer activities (in reverse order, #1 being the **most** popular)...

10) Online shopping

9) Play Games

8) Investing/Making Money

7) Chat and similar “social” activities

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- 6) Travel
- 5) Downloading Software
- 4) Learning Something New
- 3) Managing Your Career/Finding the Job You Want
- 2) Reading News and Sports
- 1) Using the Search Engines



JESSE BERST'S
ANCHORDESK
Your source for tech intelligence

YOUR TOP 10 FAVORITE WEB ACTIVITIES
<http://www.zdnet.com/anchordesk/whoiswe/top10things.html>



5.1.4. Your Surfer-Customer's Mindset...

Wondering how your surfer-customers **feel** when online?

They are **all in a hurry**. Their browsers are slow... their bandwidth is slower.



Their trigger-happy fingers are **poised** over the mouse, just dying to get to **“the next site.”**

They have **low attention spans**. They often have some idea of what they are looking for. But they are easily distracted along the way, due to the link-link-link-what-the-heck-was-I-looking-for-anyway nature of the Web.

The whole wide world awaits... right at the end of their clicking fingers! So many Web sites... so little time!

What does that mean to you? **One wrong step, and you'll lose your visitor, usually forever.**



5.1.5. Where is Your Target Coming From?

Know how your customers find your Web site -- **this info will give you an idea about the mindset of your arriving visitors.**

Is it due to **previous knowledge of you** or **offline advertising/promotion** of your URL? These people are extremely targeted, buy-oriented customers. They may already be offline customers of yours.

Or is it from search engines (SEs)? They come to you because they looked for info related to what you offer, so they are targeted, info-seeking, and open-to-buy if you say the right stuff. They have a level of interest, or they would not be there. But you've got to sell them about yourself and your product. **Aim directly at persuading these people on your site. This is the critical group.**

SiteSELL Sidebar

As soon as you have a site that gets some traffic, you'll have one more important tool... the **referrer fields of your log files**. Run your log files through a **log file analyzer** to learn **what sites** your visitors originate from, and **what keywords** your visitors enter (in the search engines) to find you.

The site of origin tells you whether your visitor arrives via a search engine or from a "regular" site (for whatever reason -- advertising, a product review, etc.). A clear indicator of arriving mindset.

The keywords give you an idea of your prospects' level of interest, as well as the kinds of benefits they seek.

Do visitors come for the freebies or the entertainment? Maybe they found out about the free stuff through a newsgroup, or by searching for "free newsletters." These are your "least likely to buys." You may convert them through your efforts, but **don't target them**, certainly not at the expense of aiming at your search engine arrivals.

Clearly, it's **the SE group** that you have to persuade. Refine that group's "big

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picture” mindset according to wants and needs... figure out the demographics and psychographics that are specific to your product line.

How your customer finds you is a strong indication of what kind of customer he is. Know this information.



5.1.6. Write for your Target’s Personality Type

Aim the design, language, look and feel of your copy to **the dominant personality type of your target market.**

Is your typical customer outgoing and friendly, a marketing and sales type? If so, you can afford a more promotional tone of language.

Or is she logical, analytical, more introverted and thoughtful? If so, she perceives promotional language as dishonest, money-grubbing hype!

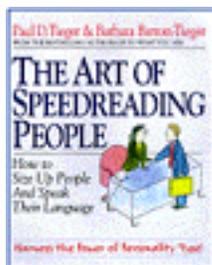
As you write your site, feel the emotions and mindset of your typical customer. **Adjust the words and tone to fit that person, not you.**

I can’t begin to tell you how important this is. Don’t write to SELL yourself. After all, you’re already “sold.”



For more information on selling to personality types, here are two terrific books...

- **Targeted Selling**, by Mike Godfrey, published by Prentice Hall, ISBN 0-13-456799-4



- **The Art of SpeedReading People**, by Paul D. Tieger and Barbara Barron-Tieger, published by Little, Brown, ISBN 0-316-84525-6



5.1.7. How & Why to **Thumbnail Your Target**

OK, you understand the personality type of your typical customer. Time to get a bit more detailed.

Let's develop a "thumbnail sketch" of your target. Who **is** your customer? What are his wants and needs and worries?

Understand what makes him tick. Only then can you figure out what gain you can offer, or what pain you can cure.



Here is a "starting point" **baby boomer thumbnail** sketch...

- 30-50 years old
- money concerns -- mortgage and other debts, children's university, retirement
- want everything for their children -- health and wealth
- unsure of their job and/or unhappy at their job
- tight for time, pressured, stressed
- out of shape, getting overweight
- looking for ways to improve wealth and health and self
- want to get out of the rat-race before they become their parents!

If you have a product that addresses one or more of these needs, and that is **appropriate for Internet sales**, keep this thumbnail sketch firmly in mind as you design and write your site. Elaborate on the points that fit with your product and what it delivers. For example...

If you are selling a book on time management, you'd emphasize...

- the great feelings of being in control, of freeing up hours per day
- more productivity at work (i.e., promotions and pay increases)

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- time to go fishing with the kids
- finally have the time to get back into shape
- and most important of all... time to just sit down and relax.

Take a moment now, and develop a thumbnail of your customer. Do it for each **market segment** if your product has more than one kind of consumer. For example, a weight-loss product might appeal to both athletes and the obese. Develop profiles for **both** of them -- their needs are far different.



Bottom line? Understand your customer before you keyboard your first word of the site.

Your site lives for these people!



5.2. **Crash Course... Write to SELL!**

Formal writer's training is not necessary. **Knowledge of your product's benefits, and your customers' needs, however, are critical.**

Let's quickly educate you in the basics of good sales copy. Then you can make the decision to hire, do it in-house, or do-it-yourself.



5.2.1. **Powerful Tools of the Trade**

Strong, active, and tight sales copy is **10%** art and **90%** hard work. Here are the copywriter's equivalent of hammer, drill, and saw...



Kill all tired, passive verbs, floppy adjectives and 6-syllable nouns.

What do I mean by active and strong? Well, which is stronger?...

"The cat was run over by the truck."

OR

"The 10-ton Mack pancaked the kitty."

Use strong, active, emotion-charged verbs (do not use anything derived from "to be"). Activate the sentences -- **pump** action into them. **Rivet** people to their monitors. Make every line **snap**.

Your visitor can leave you, and will, with a single click of the mouse. You must **rivet your reader's eyeballs** to the monitor.

Learn how to write **riveting copy...** or hire someone who can. If you hire, ask candidates for references, credentials, samples of work, and c.v. (focus on training, past employers, and online experience).

Even if you hire a copywriter, you must still be able to evaluate her work.

Ultimately, whether you write it yourself or not, you're responsible.

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Use **hot** words (within the tolerance level of your target), especially in your headlines...

- **free**
- **profit**
- **new**
- **now**
- **secret**
- **easy**
- **save**
- **guarantee**
- **today**
- **first**
- **how to**
- **amazing**
- **facts you should know**
- **discover**
- **do you...**
- **Yes!**

... And the hottest word of all...



...YOU!

Use short words. The average person reads at about a grade six level. You are not trying to impress your peers with a pedantic, university-level paper. Even if your reader has a high I.Q., she is in a hurry -- **everyone** on the Web is impatient and in a hurry! Make your copy as clear and as easy as possible to understand. **Keep it simple -- write the way you would talk.**

Build short paragraphs. Just put 2 or 3 short sentences together. No paragraph should extend more than 3 or 4 lines. Make the occasional paragraph just a single line... it drives a point home...

... like this!

Put a space between the paragraphs. This little “white space” lets your page breathe. It looks much easier to read. Break up the work of reading as much as possible, and you will have a happy customer who reads what you have to say... right to the end!

Write clearly. If you have any doubt as to whether something is hard to understand, **it is.** Make it better.

No jargon! Don't use language that is specific to your industry, unless you are sure that even newcomers will understand the lingo. Don't use sayings that are specific to your country, if your customers are international.

Use fresh, surprising, neuron-tingling concepts. Use the most colorful language you can, without disturbing the flow. Use similes, analogies, metaphors, quotes -- have a bunch of reference books ready!

Be punchy and interesting, not dull and scientific. Surprise and engage her -- don't be predictable or boring. Don't worry about appearing "professional." The only thing that relentlessly matters is what your customer wants, the benefits.

Ellipses, dashes, and other **unconventional punctuation** can all convey a nice informal sense and help the flow.



5.2.2. Benefits, Benefits, and More Benefits

Don't focus on what **you** want -- **get into what your customer wants, and especially into what he needs...**

Stress customer benefits throughout. Make your sales copy so customer-benefit-focused that your visitor **wants** to read on.

Add excitement and rouse emotions. Emotion sells -- use words that convey feelings. Speak to your customers' emotional interests.

Help your customer **imagine** using the product. Paint a picture -- let your customer see, hear, touch, taste its benefits. Fill him with good feelings -- **make him feel like a...**



... king.

In short, **dramatize the benefits** -- if he can feel the payoff, he'll buy. If you can't generate these good feelings, your chance of a sale (if that's your site's **MWR**) plummets.

To succeed, stress benefits. Strong benefits include...

- making money/saving money -- “How would it feel to be making an extra \$1,000 per month? Wouldn’t that take a lot of the pressure off?” Boy, you got my attention!
- romance/sex -- No-brainer on the Internet!
- health/ease pain
- better/younger appearance
- more leisure time/save time/save work -- anything that improves efficiency or saves time
- pride of accomplishment -- need for approval or recognition/popularity
- happiness/relaxation -- brought about by such things as travel or hobbies
- greed -- not just money, but any other desire to enhance or increase one’s possessions, such as collecting
- eliminate worry/doubts/risks/embarrassment
- exclusivity -- humans have a need to belong
- basic needs, such as food, health, shelter, security, safety -- address the fear of losing them, or the desire to enhance them.

Analyze the above universal human needs and relate them to your product.

The importance of benefits applies to you, no matter what you sell. For example...



... you sell lightbulbs and you’re thinking, “Whoa, what a crock! I just sell lightbulbs!”

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Wrong! You sell light. More importantly, you sell the benefits of light. What are these benefits?

Well, in this example, I'm not the expert in lighting -- you are. But I'll give it a stab...

First, lighting lets you see.

Second, both the fixture and the light cast by the bulb have an aesthetic, or decorative function.

Third, beside "gain," lights also cause "pain" -- the cost of the bulb, the cost of electricity and the bother of replacing.

So, if you aim your copy at these key benefits that matter to your customer, you'll have an interested visitor. But if you talk about your light bulbs and your company, you'll die like all the other light bulb companies!

[More on this example a bit later.](#)



5.2.3. Hot Copy **SELLS**, but...

Hopefully I've hit you over the head with the importance of writing **hot, active copy**. Are you ready for the **BUT?** But...

... **don't cross over into bad taste or low credibility.**

This advice reminds me of old Casey Stengel, the legendary NY Yankees manager, who walked out to his pitcher in a tough, bases-loaded situation. What did he tell his trembling hurler?

"Don't give him anything to hit... but don't walk him either!"

So... write hot, active, benefits-oriented copy... but don't cross the "credibility" line. Present the benefits of your product **strongly, but honestly and credibly.**

Only **you** can be the judge -- you are the person who knows the target market. If your customer is the VP of Technology at a high-tech company, he will have a lower tolerance for aggressive sales copy than will a stock speculator.

As your customer reads your copy, **he is evaluating you.** Maybe not consciously,

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but he is. If your customer decides you're a huckster, well... *hasta la vista!*

Let's take an extreme example. Have you ever responded to those e-mail pitches?...

Make BIG MONEY... \$5000 Per WEEK, Starting TOMORROW!!!
Make \$124,000 in just 90 Days!!

Of course not! Just not believable.

Your #1 goal is to persuade the truly interested, targeted customer to deliver your **MWR**. People respond best to strong, active, benefit-oriented copy. **But you must tailor that copy to the tolerances of your target.**



5.2.4. The You : Me Ratio

The higher the "YOU" to "ME" ratio in your copy, the better.

Other than establishing you and your company **at the right time** ([in the "About Us" and "Product Features" sections of your site](#)), focus on using **YOU** as much as possible. **Appeal straight to your customer's selfish needs, not yours. Tie your offer to his needs.**

Using "YOU" also helps write in an active (vs. a passive) sense. For example, instead of "Headlines throughout North American newspapers have...", say "You've seen the headlines. You know what's happening." See?

Or get even **more active** and **use commands**. Since you have set the "you" tone from the beginning, commands are acceptable. "Fill in the form and e-mail me" is far better than "This form can be completed and e-mailed if you are interested."

SiteSELL Sidebar

Do a search on your site for "We, us, our". Then repeat for "you, your, yours." If the latter does not outnumber the former 5 to 1, you're in trouble. **You can never overuse the word "you."**



5.2.5. Turn the Info-Pyramid **Upside-Down**

Journalists start their articles with the conclusion or summary. They follow with the most important supporting facts. They finish with all the background details.



This style is known as the **inverted pyramid**. It allows readers to get the most info in whatever amount of time they are willing to spend.

On the Web, where reading is painful, the inverted pyramid is even more important than it is for newspapers. Visitors are in a hurry... many will read only the top part of an article. If they have not learned enough, or if they are not interested... bye-bye.

Interested readers will scroll through the whole story. But you have to give them the goods up front, in order for them to decide to stay and investigate you and your products.

Use the inverted pyramid in all of your Web writing.



5.2.6. **Never Waver, Never Stray**

Make your site a single, coherent, consistent statement that...

1) addresses directly **and only** the type of person who likely will be interested in buying your product. Don't try to "convert" people who are unlikely to buy. If you try to be all things to all people, you'll be "nuthin' to no one." **Never waver from your target market.**

2) develops a consistent **personal image** which builds a rapport with your visitor. Decide what that image will be and carry it throughout the site, even extending to your e-mail replies. **Never waver from yourself.**

3) builds relentlessly towards getting the **MWR**, ending with a call to action that tells the reader what to do. **Never waver from your goal.**



5.3. Make Each Page SELL!

Each, and every, page must SELL!

Start each page with a...



...**grabber**. Write a **benefit-laden opening paragraph** that sells your prospect on continuing deep into the page. (We'll talk about a very special case, [the opening paragraph of the Opening Page](#), a bit later.)

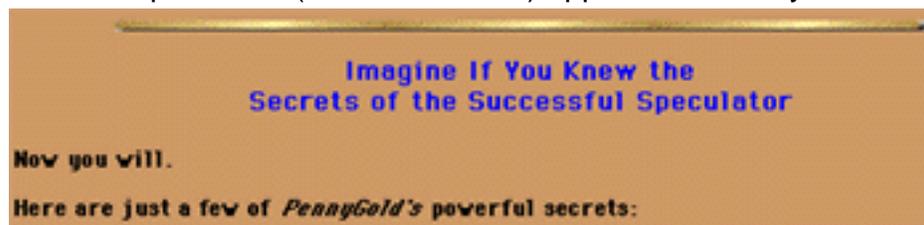
This opening line must answer the question that **every** visitor has as they reach a new page...

“What’s in it for me? Why should I spend my time reading this page?”

The remaining copy **must deliver** on the promise of the opener. We have already discussed the basics of writing good, hard, active copy. Stick to these guidelines, always aimed at the personality of your visitor.

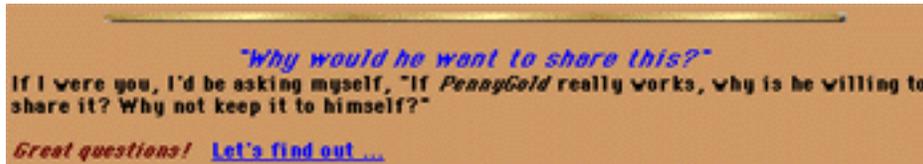
So, you’ve got a great opener. And your copy sizzles. Two final **tricks of the trade** will polish each page into a sharp, shiny selling tool...

• **The Headline** -- The headline is the larger, different-colored type that separates major sections of a page. It pulls your visitor from one section of a page to the next. The example below (headline in blue) appears on PennyGold’s Opening Page...



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- **The Joint** -- The joint is the end of one page that leads to the beginning of the next. It pulls your visitor through your site **in your preferred order**. The example below is the joint that pulls the reader from PennyGold's **Opening Page** to the next one...



Headline and joints must promise benefits and keep the visitor moving. Headlines move your prospect to the next section of the same page. Joints move her on to the next page. **Good joints create predictable flow.**

In short, **each page** must...

- **first**, pull the reader into the contents
- **then**, deliver the desired info, short and crisp
- **finally**, make him want to click to the next page.

Now let's look at the details of writing compelling headlines and joints.



5.3.1. The All-Important **Headline**

How can I tell you headlines are important without **SCREAMING?** I can't...

HEADLINES ARE IMPORTANT! HEADLINES ARE CRITICAL!

Headlines account for as much as 90% of the effectiveness of your site. Ten times as many people read the headlines as read your body copy. If you don't use headlines or if you have poor ones, **you lose 90% of your site's sales potential.**

Strong, hard-hitting, benefit-laden headlines keep the reader **motivated and moving**. Hitting your customer's "hot buttons" motivates him to read more.

Headlines break up an endless string of paragraphs into readable sections -- this makes it easy to continue. Craft lots of them. Use them to divvy up your paragraphs into small, logical, building blocks of text. **Headlines make the reader's job easy.**

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Arrange the sections such that the page builds to a climax. The headlines must draw your visitor in, deeper and deeper. **Headlines make your reader's progression irresistible.**

Think of your headline as **an ad for the words that follow**. It has to pull the customer into the copy. So stress strong benefits. Make powerful, tangible, customer-serving promises.

An effective headline is important for many reasons...

- Attracts attention, making your page easily scannable
- Communicates a strong benefit
- Appeals to the self-interest of the reader by answering, "Who cares? So what? What's in it for me?"
- Sets the tone
- Organizes the material, dividing it into logical text blocks.

Here's how to write exciting headlines that **absolutely no one** can resist...



5.3.2. How to Write Headlines that Hit

To write headlines that hit, identify your product's benefits. Phrase them to push your customers' hot buttons. Well-phrased benefits bring out emotions. People **act** due to their emotions. Then they **justify** their decisions by using logic.

So... **write down all the benefits** of your product. Then select the the most meaningful ones. **Use strong active verbs** (ex. slash, chop, stagger, etc.) to create powerful headlines with emotional impact... headlines that push your customer's hottest button!

For example, if you were writing a headline for a book called, "How To Form Your Own Corporation Without a Lawyer for Under \$75"...

"Wage Your Own Personal Tax Revolt" or **"Build Your Own Ultimate Tax Shelter"** would be great, benefit-laden headlines.

First, a few **do's**...

- For each headline, write 10 before choosing the perfect one -- never accept your first stab at a headline.
- Stir an emotion. Get the reader excited or fearful or protective. Motivate to continue reading.
- Use the present tense, or the imperative, which is far more emphatic. Use “you.”
- Use verbs which are vital and strong. Use short words that create images or pictures. Eliminate most adverbs and adjectives.
- The headline must stand on its own. Your visitor must understand it, and foresee where the following text is likely heading.

A few **do not's**...

- Avoid headlines that **only** create curiosity. Tie it to your product or to the benefit derived, or the reader will feel deceived.
- Do not try to be “catchy” or “cute,” unless that will work with your target market. Catch phrases call attention to the copy itself, which is distracting. Make the product the “hero,” not the copy.
- Don't care about what non-targets think of your headline. Don't write for them -- you're not after them. **Focus...**



... on your target.

Here are a few more tried and true suggestions...

- Start with “Now” or “At last” or “Announcing” or “Finally” or “How to” or “Why” or

“FREE!”

- Ask a question that begs to be answered.
- **Make only believable promises** -- don't get carried away with hype.
- Use upper and lower case letters (typical title-style), NOT ALL CAPS (screams).
- Do not vary appearance -- maintain a consistent color and size across headlines and sub-headlines.
- Sometimes, where appropriate and for extra credibility, put a headline inside quotation marks (ex., “*The Most Powerful Word Processor Yet*”).
- Challenge the reader -- for example, in PennyGold... “**Only for Investors Who Want to Use Their Own Brain.**”

Finally, hit benefits, hot buttons! Should I say it again... na-a-a-ah, you've got the message. Now, here's how to write **joints** that pull prospects like herring in front of a cat's nose...



5.3.3. Joints --- The Key to Visitor Pull-Through

See how the **preceding** teaser sentence, followed by an ellipsis (...), with a promise of great success (joints that pull like herring in front of a cat), pulled **you** quickly into this section? That's how to make the end of one Web page “joint” into the next.

The joint is the end of one page that leads to the beginning of the next. It is the most important tool that you have to lead your visitor through your site **in your preferred order**.

End each page with the need for the reader to click. Make her click to the next page -- use **questions** or **ellipses** (“...”) or **incomplete sentences** that beg to be finished... whatever it takes to get her to click through to the next page with curiosity, excitement and enthusiasm!

The end of a page is a danger spot where people may decide to leave. A good joint keeps your visitor in the site. It keeps her moving towards the **MWR Closer Page** (your Order Page, if the **MWR** is a direct sale).

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In a sense, a joint is a “**call to action**” that pulls your visitor to the next page. **Basically, your “MWR” for each Non-Response page is to make your visitor click to the next page.**

Each page must fit together and build into the next. Each must do its part to compel the prospect to **deliver the ultimate goal, the MWR.**

Up to this point, we have used the word “joint” to mean that critical zone **between** pages, the end of one page that leads into the next. But joints also exist **within** each page. Let’s call these “**small joints.**” The role of small joints is to pull the reader through, **from one paragraph to the next.**

The “how to” for making small joints is the same as for developing full, inter-page joints. Let’s see...



5.3.4. How to Write a Magnetic Joint

Joints must keep your visitor **on site.** They must **pull him through as irresistibly...**



... as a giant magnet.

Here are a few more tried and true joint-building suggestions...

- End paragraphs with ellipses (“...”), which leads the eye into the next paragraph. Start the other end of the joint by finishing these thoughts, **with impact.**
- Ask a question that begs to be answered, especially one that implies big benefits.
- For small joints, start paragraphs with “And,” “But,” “So you see”, “However”
- Use connectors like...
 - “What’s more...”
 - “And that’s not all!”

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- “Better yet...”
 - “So that’s why...”
 - “And not only that, but...”
- Finish a page with a **teaser lead-in** to the next one.
 - **Don’t leave his progress to chance.** At the bottom right of every page, **clearly lead your visitor to the next page.** Include an arrow button pointing to the right!



Remember, **each paragraph** must deliver the reader **to the next paragraph...**

Each **block** of paragraphs (headed by a headline) must deliver the visitor **to the next block.**

Each **page** of copy must deliver your customer **to the next page.** Clicking to the next page is your “most wanted response” **for that page.**

It’s the joints that pull your reader through all the “click-somewhere-else” **danger points.**



5.3.5. Summing It All Up

Build logically from your opening “grabber” paragraph. Use small joints and headlines to pull your visitor from one section of text to the next. Finish the page with an irresistible click to the next page, which leads...

into the next page, and so on, until...

your visitor gives you that **MWR** that you want so badly.



5.4. The “Write” Tone

The Web is a “faceless” place. Prospects don’t know your product/information. Their starting mindset is that the product/service is probably bad. And most potential customers are not as interested as you are in the subject matter. They worry about poor quality, credit card scams, etc.



Write **as if you were talking to a good friend...** as if your customer was sitting across the table from you.

Think about this for a second. When **you’re** surfing the Web, don’t you feel like most sites are talking **at you**, instead of **to you**? Talk **to** your customers, just as surely as if you were looking straight into his eyes.

You are working one-to-one. So personalize your web site.

While friendly and personal, you still have to cover the following ground with your customer...

- create the desire for the product
- develop a thorough understanding of its features
- convince your visitor that it will deliver as promised.

Build confidence by being clear, straightforward and friendly.



5.4.1. Turn Your **Visitor** Into Your **Friend**

Make your copy one-to-one, conversational, friendly and personalized. Write copy that is sincere, honest and believable, customer-oriented (benefit-packed) and friendly. Let your own personality shine through in your writing... assuming you have a pleasing personality, of course. ;-)

Make it feel like there is someone on the other end of that Web page listening and

anticipating what the visitor wants to know. But don't cross the boundary and get too cute.

Work from the mindset of **what your customer wants to buy**, not what you want to sell. No easy task, but critical.

Ignore good grammar when you have good reason. You're not trying to write a university-level thesis. As a matter of fact, that pompous-style writing is fatal on the Web. Write like you talk... sentence fragments are fine. Really. Just fine. See?

Make your visitor see real people who they like and trust, not a corporation or a salesman. Your customer must get a strong feel for your personality. If they get a sense of "friend" instead of "big company who wants to make money from me," you're half-way home. The tone of your site sells **you** first, and then your product!

If your site is cold and impersonal, your customer won't like you. And if that happens, **it's going to be a long, uphill battle.**

Before you can write like this, you have to...

- **Know your customer. Yes, this again!** The "right tone" for an aggressive investor is substantially different than for a V.P. of Manufacturing for a high-tech hardware company. Remember, your target market is not the entire group of Web surfers. Narrow it down to who **your** customer is, then choose the appropriate bond-building tone.

- **Sincerely believe in what you are selling** -- or forget it. If you don't believe in your product, it will show. Believe in your product and it will shine through.

But no matter who your customer is, **a friendly "I-wrote-this-just-for-you" tone is right for the Internet.**



5.4.2. Become a Story-Teller

People love to read stories. Stories have a friendly one-to-one feel. They draw the reader in.

And stories can be a potent way to **communicate a benefit**, especially when it is found in a consumer **testimonial**. For example...

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“My feet used to scream in pain after 12 hours working on my feet in the Emergency Room. In the morning, I’d lie in bed with my feet up on the wall, trying to reduce the pain. I was taking high-doses of anti-inflammatories. But now, thanks to AIRCUSH, my little doggies purr like kittens (whoops!). AIRCUSH cured what I thought was a hopeless situation.”

Isn’t that a lot better than, “Use AIRCUSH shoes and your feet will feel great!”?

So...



... become a story-teller.

Story-selling is a powerful, credible, and nicely informal way to **SELL**.



5.4.3. **Don’t Make These Friend-Losing Boo-boos**

A single careless error can destroy a lot of good work...

• **Don’t offend.** For example...

- Use non-sexist language.
- Don’t be US-centric, unless the rest of world is **not** in your market.

• **Don’t rush it.** Only when they like and trust you, will they buy. Be patient and optimize the experience of all visitors. Convince them through your tone and content that you want them to be satisfied -- gain their confidence slowly but surely.

• **Use humor carefully,** and only if you really know your visitors. If you have any doubt, drop it, especially anything that could be accidentally or remotely offensive.



5.5. **Cut, Chop, Axe, & Prune**

Be as succinct as possible. Reading from computer screens is 25% slower than paper. On top of that, your reader is time-pressured. Therefore, the whole online info-gathering experience puts an impatient knot in your viewer's gut.

So get to the point.



Chop every useless word.

Once you have chopped viciously, go back and cut out some more. No matter how tight you think it is, **“the copy can always be tighter.”**

Present in tight, short bursts of info. As long as your visitor is learning quickly, she will sense progress and satisfaction... and will therefore keep moving forward through your site. Call it the “Potato Chip” school of writing. If each chip is tasty and rewarding, pretty soon your visitor will have munched the bag.

And there's a side benefit to merciless honing...

You will have more than a tight, clean, fast-moving site. It will stand out with a calm, classy look and feel. This professional image translates directly to your product.

So... keep pushing, polishing, improving your writing... until it's perfect. Go for **effectiveness** rather than cuteness/cleverness. Edit until you feel that the **MWR** is inevitable. Then go away for a week.

Come back and read it again through your customer's eyes -- is it still good? It should glide smoothly from point to point. Do you feel increasing excitement as you approach the **MWR?...** “Gee, this really is a great offer.”

Now read it again, **aloud** this time, and to a friend. Do both of you find it exciting and motivating? Are there places that you trip over, that sound wrong?

Bottom line... Does it sell you? If it does, you're ready to [test with a harder audience](#).

SiteSELL Sidebar

Animations distract from reading **your brilliant text**. If you fall in love with an animation, do the following... read a couple of paragraphs with your hand covering the animation. Then read two other paragraphs with the animation in plain view. Once you see how distracting they are, get rid of the whirling gizmos. If you have to have one, make the animation subtle and useful.



5.6. The 3 Rules for Words that **SELL**

Let's summarize it all into three simple rules that you won't forget...

Rule #1 -- Get into your visitor's ego. Give her what **she** wants, **not** what **you** want to give her.

Rule #2 -- It's the words that **SELL**, not the pictures.

Rule #3 -- There is no Rule#3. Re-read #1 and #2.





19. It Ends With Traffic

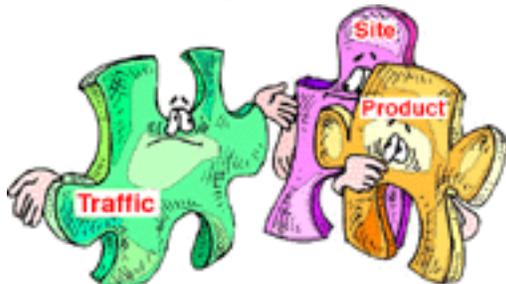
Do you remember this?...

“To succeed in a Web-based sales venture, you only have to succeed at three levels...

- develop a great product
- write a Web site that **SELLS!**
- attract targeted customers to the site.”



Traffic-building is the...



... final piece to the Web sales puzzle.

Once you've got a **great product**, and a **killer sales site**, it's time to start bringing customers into your digital store.

I also mentioned that, when it comes to building traffic, I have tried it all. As usual, when you try it all, **you end up discovering what works...** i.e., what fits into the long end of the 80-20 rule.

From struggling along at 5,000 hits per week, I built PennyGold traffic up to a high of 60,000 hits per week... and with much less effort. Sales, of course, increased proportionately, because my methods involved attracting only **targeted** customers... people with an interest in what I was selling.

The special traffic-building “chapter” has grown into a monster, almost-200 page report. **It contains everything you need to know about building targeted traffic**

MYSSI!... It Ends With **Traffic**

in the most time-and-money-efficient way possible. It covers...

- the best **online** ways to build traffic
- the nutshell on how to do it **offline**
- the single most important method of all... **the Search Engines.**

This report includes everything you need to know to attract customers to your site via the Search Engines. And how to do it powerfully, ethically, in such a way that even the most sensitive, stringent Search Engine won't object.

Actually, they'll love the way you do it. Because you work **with** them, not against.

This report completes the package. From **product, to a **site** that SELLS, to bringing targeted **traffic** in to your site, you will be in control of what it takes to SELL.**

[Click on the blue link \(above or here\) to open the bonus report.](#)



MYSS!... **Better** than a Job!



Better than a Job!

You **now** know how to sell on the Web... **really** sell. Put this information to good, practical use -- you'll be ahead of **99%** of Web marketers. And...

If you're looking for something to sell, consider **MYSS!** itself! Remember the "partnership" philosophy outlined in [the discussion on affiliate programs?](#)

Well, our program goes **way beyond** that. It pays a generous commission on...

- 1) the first order by a customer who was referred by you
- 2) **every** subsequent order (for other products) by that customer... forever!
- 3) sales generated by affiliates who were referred by you.

If we were **only** marketing **MYSS!**, the residual income generated by this program would **still** be extremely attractive. But, when you consider all the additional e-commerce goods and services coming down the pipe...

... talented, hard-working people (such as yourself) will be able to do much better than just "make a living."

In the words of Denis Goutier, an authority on affiliate programs...

After spending over 300 hours researching everything and anything that deals with affiliate/associate programs, and continually doing so every day...

... I have to say that sitesell's affiliate program is the best there is. This program will become the template of many new programs in the future. It will be one of the reasons for a change in the affiliate program system.

-- Denis Goutier, dgoutier@realprograms.com

Denis's right. This program will generate truly significant income for motivated affiliates. The bottom line is very simple... empower the talented and ambitious to truly excel and earn more than they would in a job in "the real world."

Come visit and see why Net-savvy marketing gurus are saying things like...

MYSS!... Better than a Job!

... the program you have outlined is the *best* I have seen. It's fair to you, it's fair to your affiliate partners. Quite frankly the program excites me and I can't wait to get started.

-- Paul Lang, publisher of Sell It!, paul@netsavvy.co.uk



The 5 Pillar Affiliate Program

<http://www.sitesell.com/bkp.html>





3 Reasons to Order Today

Order today by clicking on the link below. Within minutes, you'll be downloading **Make Your Site SELL!**. Within hours, you'll be doing exactly what the title says... **making your site SELL!**.

REASON 1 to Order Today...

We include the Product and Traffic-Building books as part of the **MYSS!** package. But if readers keep telling me that I'm "nuts" to offer so much value for so little...

REASON 2 to Order Today...

We're launching the printed version of **MYSS!** shortly. Purchase today, and you'll be allowed to use your purchase price as a discount off the cost of the printed version. Basically, you'll be getting the digital version for free!

REASON 3 to Order Today...

Purchase **MYSS!** today to receive "**Sales from the Edge**," our "push-the-limits" Web sales newsletter. Our staff surfs many hours each day, looking for new, cutting-edge techniques for "getting the sale." When we find something truly valuable and useful, we'll let you know. Whatever the topic, I promise you this...

- 1) It's **only** for owners of **MYSS!**.
- 2) It's **guaranteed** to help any site **SELL**.
- 3) It's totally **original** -- you won't read this info anywhere else.

Sooner or later, we'll charge for this newsletter. Order today, and receive it **free... forever**. Please see the Web site's **Order Page** for more details...



Order Page

<http://www.sitesell.com/bkp.html>

