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## Designing Your Ebook Sales Page

By Shelley Lowery

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Writing and designing a great ebook is an essential part of your success. However, it is only a small part of your overall strategy. In order to be successful, you must develop and implement a strategic plan that includes all of the following:

- A great ebook
- A web site specifically designed to sell
- Persuasive ad copy written with passion, excitement and benefit
- An easy ordering process
- A powerful marketing strategy

Each step will play a very important role in your overall success. You must plan each step very carefully and develop your strategy to its fullest potential. If even one step fails, your sales will suffer.

### Designing Your Sales Page

When you're ready to design your sales page, keep in mind, the most important part of your page is your sales copy. Fancy web sites and graphics don't make sales...words do.

Your sales page should have one specific purpose -- getting your potential customer to take action. It should be simple in design and focus on one specific product.

Design your page in standard HTML and avoid using Flash or anything that requires fancy plug-ins. You want your page to

load as quickly as possible and draw your visitor's attention to your text.

Another consideration of great importance is the Search Engines. You must specifically design your page to rank high in the Search Engines. Including good META tags is a step in the right direction. However, META tags are only a small part of preparing a page for the Search Engines. Your page design, title, text, link text and image alt tags all play a very important role in determining how your page will rank. Visit Search Engine Watch to learn more.

<http://www.searchenginewatch.com/>

If you'd like a head start on designing your sales page, you can find some free templates here:

<http://www.freesitetemplates.com/>

### Writing Effective Sales Copy

Your words are the most important part of your entire marketing strategy. Every word, sentence and headline should have one specific purpose — to lead your potential customer to your order page. Pack your copy with all of the benefits your ebook has to offer. Tell your potential customer exactly what your ebook will do for them. Identify a specific problem and promote your ebook as the solution. Write to persuade — that's the bottom line.

Your sales letter should begin with a powerful headline that **DEMANDS ATTENTION**. This headline might be in the form of a question that identifies a problem, or it may be in the form of an intriguing statement. Your headline is the most important part of your entire sales copy. If it doesn't immediately grab your visitor's attention, they most likely won't read any further. Developing a great headline should take more time than writing your entire sales letter. It's that important.

Display your headline in a large, bold font that demands your potential customer's attention and intrigues them to read on.

In order to keep their attention, use subheadings (headlines)

throughout your sales letter. Subheadings should provide highlights of each section and capture the attention of those who just scan your text. Display your subheading in a large, bold font.

When you begin writing your sales copy, write as if you were talking with just one person. Write your copy with passion and excitement and tell that one person exactly what your ebook will do for them. Write your words so that they seamlessly flow together from your beginning headline through to your order page.

### Testimonials

In addition to using a killer headline and sales copy, you must also include some powerful testimonials. Make sure you don't

create a separate page for your testimonials, as they most likely won't be read. Place your testimonials throughout your sales letter to ensure their visibility.

### Free Bonuses

Another powerful tactic used to increase sales is to include free bonuses with the purchase of your ebook. Many times, you'll find that a customer will purchase your product just for the bonuses.

If you're in need of some great bonuses you can offer with your ebook, visit the following web address:  
<http://www.ebookstarter.com/freetosell/>

### Guarantee

Completely remove your potential customer's risk by including a money back guarantee. If they're not completely satisfied with your product, for any reason, you'll refund their money. Internet users are apprehensive when it comes to making purchases on the Internet. You must put their mind at ease by building their confidence in you and your products.

### PostScript

The final part of your sales letter should include a PostScript. When your visitor scans your sales message, chances are,

they'll read your headline, subheadings and your PostScript message. Place your most important benefits within your P.S. message. It will get read.

Take your time and develop your sales page to its fullest potential. It is an essential part of your success. You may have a great ebook, however, if your sales copy is poor, your sales will be minimal. A great sales page sells.

Shelley Lowery is the author of Ebook Starter. A complete ebook design kit that takes you step by step through designing, creating and marketing your own ebook. Give your ebook a professional look in just a few simple steps with over 100 ebook interface and cover templates.

<http://www.web-source.net/ebookstarter.htm>

### **Ebook Design (HTML)**

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When designing an HTML compiled ebook, you must create an HTML document (web page) for each page within your ebook. These pages should include all of the following:

**Introduction** – You can create an image that compliments the theme of your ebook, add your company logo and ebook title or whatever you'd like. You should begin typing your introduction on this page explaining what your ebook is all about.

**Foreword** – You can include information in regard to warranties, copyrights, trademarks or even an editorial.

**Table of Contents** – A Table of Contents is really optional. If your ebook contains only a few chapters, a Table of Contents really isn't necessary. However, if your ebook contains many chapters, it is highly recommended that you include a Table of Contents. This will enable your readers to quickly locate important information.

**About** – This is really an optional page. It really depends upon the type of ebook you're creating. If you're writing your information in the form of a how-to manual, then you should include an "About" page. This page should be used to tell your readers about your ebook, your company, your

website, yourself or whatever you'd like. Make sure you provide your website address and your contact information.

### Navigation

HTML ebooks are created just like a website. In order to navigate through the pages, you'll need to include good navigational links on each page. In addition, each page you create should contain links to the previous and next page within your ebook. For example, page two of your ebook should have navigational arrows or links to page one and page three. Page three should have navigational arrows or links to page two and page four and so on.

### File Names

All of your files, including HTML pages and graphics, should be placed within a folder by themselves.

Your main or starting page of your ebook should be called, "index.htm" or "index.html", as many HTML compilers require this. You can name the rest of your pages anything you'd like.

### Creating Links

When linking to another page within your ebook, your HTML code should look like this:

To display an image within your ebook, your HTML code should look like this:

or

Keep in mind that any images you include within your ebook must be included within the compilation.

If you're linking to a web page outside of your ebook, make sure you create a link that includes the full path to the website and will open the page in a new window like this:

If you don't include "TARGET="blank" the web page will open within your ebook.

### Enhancing Your Ebook's Appearance

To enhance the appearance of your ebook, include small images that compliment the subject of your ebook. In addition, create small graphic page headers, subject dividers and bullets. By including these images, you will greatly enhance your ebook and provide a more enjoyable experience for your readers.

Try to avoid using animated or large, slow loading images, as these types of images can be very distracting and irritate your readers.

HTML compiled ebooks can include just about everything that HTML 4.0+ supports. You can include live links,

subscription forms, order forms, JavaScript, DHTML, Flash, video and sound.

When designing your ebook, try to avoid using anything that requires a special plug-in, such as Flash. Although a dynamic presentation looks nice to those capable of viewing it, not everyone has those capabilities. Flash is very slow loading and can cause your readers to become frustrated when trying to load your ebook.

### Creating an Icon

Many HTML ebook compilers are now enabling you to use your own ebook icon. This icon is an image that will be displayed on your clients' desktop. When clicked on, it will open your ebook.

In order to create an icon, you must have a special software program that will save your image with a .ico extension.

You can download a great software program called, "Icon Edit Pro" here:

<http://www.iconedit.com/>

Before creating an icon, make sure you review your compilation software to make sure that you can include your own icon and to get their specifications.

Shelley Lowery is the author of Ebook Starter. A complete ebook design kit that takes you step by step through designing, creating and marketing your own ebook. Give your ebook a professional look in just a few simple steps with over 100 ebook interface and cover templates.

<http://www.web-source.net/ebookstarter.htm>



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**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**