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## How To Create A Sales–Pulling Order Page!

By Larry Dotson

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Have you ever been at an order page, ready to enter your order information and...

You were suddenly interrupted and never did end up ordering?

You hesitated ordering because you would have to stop and go find your credit card?

You put off the purchase because you had too much time to think "I really can't afford it right now, I'll wait?"

You procrastinated thinking I can order it later and never did?

Like you, I've done all these things at least once. Your selling shouldn't stop at your ad copy, it should continue to your order page. Nothing is for sure until they click the little "buy now" button.

Here are seven ways to accomplish this:

1. You could offer extra bonus products on your order page. This will enhance your product's overall perceived value.
2. You could summarize your total offer on your order page. Repeat all the major benefits, features

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and bonuses they will receive.

3. You could include a limited time offer on your order page. It could be a "today only offer" for a special bonus.

4. You could include some extra testimonials on your order page. Use one or two of your customers' testimonials that include specific results.

5. You could tell your prospects what will happen if they order or don't buy the product on your order

page.

6. You could include a powerful guarantee on your order page. Give them a lifetime or triple your money back guarantee.

7. You could include a surprise discounted price on your order page. Just list your regular price and then offer a discounted price right below it.

In conclusion, these are just a few of the ways to keep selling on your order page. Be creative, and come up with your own strategies.

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### **Ten Tips for Getting More Sales From Your Website**

**By Michael Southon**

(1) Create a Direct Response Website, with the minimum number of pages possible (e.g. an Index Page, a Contact Page, and an Order Page).

(2) Make sure your sales copy is positive and inspiring – people buy things because they want to improve their lives.

(3) Identify a problem and show people how and why your product or service solves the problem.

(4) Keep your paragraphs short – no more than 2 sentences per paragraph.

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(5) Use bold headings to break up your sales copy into short chunks of text.

(6) Use a bulleted list to itemize the benefits of your product or service. Start each benefit with an action word: "turn", "make", "triple", "grab", "create", "build", "convert", "start", "change", "drive", "organize", "promote", "develop", "learn", "compel", "fill", "attract", "get", "earn", "take", "discover", "produce", "find", "generate", "acquire". "inspire", "send", "blast".

(7) Give your visitors at least 3 order links (e.g. 1/3rd of the way down your page, 2/3rds the way down, and at the bottom). But don't stop there – turn some of your key phrases into hyperlinks that go to your order page. Here are some examples of phrases that you could link to your order page: "increase your sales", "take advantage of this offer", "try it risk–free for 30 days", "get the following 5 bonuses", "the competitive edge you need", "this risk–free offer".

(8) Use purple (#990099, R=153 G=0 B=153) text – the color purple (used sparingly) has been shown to increase sales.

(9) Give a time limit – most people are procrastinators.

(10) At the end of your sales copy make a call to action: "Act now – don't let this opportunity pass by"

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Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. Click here to find out more:

Ten Tips for Getting More Sales From Your Website

7 Simple Ways To Boost Your E–Book Sales

How To Write Your Own Order Pulling E–zine Ads

Affiliate Marketing: Another Way to Win

Mastering the Internet's Two Sales Methods

Profit Pulling Reports

eWhiz Ad Creator

Auction–O–Matic

Easy PDF Publisher's Toolkit

30 Powerful Business eBooks



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