

How to 'Force' Your Visitors to Order Immediately!

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**By Michael Hopkins**

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This may come as a surprise to you but, if you're using popups on your website (which you should), then chances are you're using them all wrong. Almost everybody is.

Did you know, for example, that top marketers are using HIDDEN techniques that make any given popup VASTLY more effective on their sites than the VERY SAME popup would be on yours!

In fact, Stephen Pierce has actually admitted that one of these hidden popup techniques increased his profits by a whopping 50%!

Here's how that technique works...

Let's say Joe Bloggs has visited your site but has decided (for whatever reason) not to order just yet. He closes his browser (or clicks to another site) and then BAM!

Up jumps a window that makes Joe a special offer he just CAN'T refuse. On top of that, Joe has only got x number of minutes to make up his mind. There's a countdown happening right before his eyes. If he doesn't react before the time expires, he loses out on the special deal — forever.

Suddenly Joe is back on your site and placing his order.

## How to 'Force' Your Visitors to Order Immediately!

I call these 'Pressure Popups' because they really put your visitors' backs to the wall and practically force them to take you up on your offer.

For pressure popups to be completely effective they have to be 'conditional'. In other words, they should only pop up when certain conditions are met.

You don't, for example, want the pressure popup to show if your visitor is about to order your product. After all, the idea behind pressure popups is to pull back those visitors that were leaving your site WITHOUT ordering.

In short, if your visitor is ordering, leave him/her alone. However, if your visitor is clicking away, hit him/her with an offer that's too good to resist (like a special discount, an extra bonus, etc.)

Make sure there's a live countdown on your popup. Remind your visitor that, once the countdown has ended, the popup will disappear and will never be displayed again.

It's easy to see how this kind of popup will make the visitor seriously reconsider your offer. This is particularly effective with those visitors who like your product but decided to order later (and usually never come back). This is the incentive they need to place the order instantly — and guarantees you a sale that would otherwise have been lost.

In the four months since I first added a conditional pressure popup to one of my sites, sales have increased by just over 20%. It's a good feeling to know that every single extra 'pressure' sale I've made is one that would never have happened otherwise.

Adding conditional pressure popups to your is simply a question of placing a piece of javascript on your pages. You could go to a site like ScriptLance.com and hire a programmer to create the code. Or, you could download point and click software like Dynamic Popup Generator to make them for you.

Whichever approach you decide to use, go ahead and add these powerful popups to your website today and start

putting your visitors under pressure!

## **Why You Should Avoid Developing A Website In Flash**

**By Craig Rowe**

If you know anything about website design, or anything about the Internet in general, then you have probably heard of flash. There are actually lots of websites and advertisements online that utilize flash and some web designers are claiming that Flash is the future of the Internet and web design. However, currently there are more reasons to avoid developing a website in flash than for doing so. Not that flash is not cool and able to attract attention, it is just that at this point in time the technology is not so advanced that it ready for full web design implementation.

One of the main reasons why Flash is not the best thing to include in your website design is because it really slows down your site. When an individual types in your web address and points the browser to your site then when they arrive they will be waiting a significant amount of time for the site to open. The truth of the matter is that nobody cares so much about your flash design that they are going to sit around and wait for your site to download the information in order to open it. So, when you use flash design you might have a "better" looking site, but you also can expect to lose a lot of traffic because people just don't sit around and wait.

Another reason to avoid flash design is because it can be distracting. Flash is always moving, allowing movie like technology for your website. This results in the Flash distracting web visitors from your site because they are focused on the flashiness of Flash. For many websites plain and simple graphics are more important and will retain visitors better.

Of course, when you use Flash you might think your site looks better, and it might. However, you really need to think to yourself what is more important, a site that looks great but that nobody opens because it takes too long or a site that looks pretty good and opens immediately? More than likely you will respond that the site that opens immediately allowing all visitors in is the best option because the more visitors you have means the more money your site will generate.

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