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**Sales In A Flash!**

**By Dr. Jeffrey Lant**

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You'll get more out of this article, if you SEE what I'm talking about. So,

1) Go to <http://www.macromedia.com/downloads> for a free copy of Macromedia Flash Player 5.0

2) Then view these four flash presentations:

<http://www.worldprofit.com/uahp/>

<http://www.fightercombat.com>

<http://www.cashcomeseasy.com/flash.htm>

<http://www.tombrenneman.com/flash>

3) Look carefully at your own website.

It's now time to dig into this article.

**Marketing Is About Breaking Through The "Blase Barrier":  
Flash Does Just That**

I've asked you to take a good long look at your own website at the same time you're looking at some of the hottest flash productions created by Worldprofit Design Services for a reason.

## Sales In A Flash!

Because flash is so new, I know the chances are that you don't currently have flash on your website. When flash didn't exist that didn't matter. Nobody had it. But now it most assuredly does matter. You see, flash has changed the online marketing game altogether.

As a marketer, I have spent the last 25 years of my life working to solve one essential problem: how to break through to the prospects, getting them to sit up, take notice, and RESPOND!

That's all marketing is ever about. The objective never changes, but the means constantly do.

Flash is now the hottest way online of delivering a dramatic, enthralling, captivating, energizing and motivating client-centered message.

When you take a look at a standard, stationary, non-moving website and a site using flash, there's just no comparison. Flash blows the old-time stationary site away.

Think for a minute.

Consider the "fighter combat" illustration above.

What will move more people to fill out the form and notify advertiser Air Combat Canada that they're interested in taking a wild ride through the wide-blue yonder?

A non-moving site with information?

Or a flash site that picks you up, lifts you off your feet, and engages with your brain to generate a feeling of excitement and action?

There's just no comparison!

But, you say, I sell widgets that are just not as interesting as a 500-mile-per-hour jet flight with dogfight. Is flash for me?

You betcha!

## Sales In A Flash!

Say you're selling garden tools. You'd think there was nothing less interesting in the world than a shovel, a rake and a hoe, right?

Well, flash can take even the most mundane instruments and turn them into an eye-catching, hearting-pounding experience.

Flash can make plants grow right before your eyes!

Can make garden tools become the instruments that move the world!

Can turn, in short, a garden-variety experience into  
**IN YOUR FACE BENEFITS AND THRILLING ACTION!**

Friend, no stationary site can do that. Period. Not possible!

Flash Is Composed Of Three Elements: Worldprofit Design Services Is The Master Of All Three

Flash is composed of three essential parts:

- \* copy
- \* music
- \* graphics.

Each one must work to produce the desired results.

As you may know, I wrote many years ago a book which has become the bible of copywriting. It's called "Cash Copy: How To Offer Your Products And Services So Your Prospects Buy Them.. NOW!" (Details at <http://www.jeffreylant.com>)

This book is based on the revolutionary principle that everything you send to a prospect must be about that prospect... not about you.

I have now applied these principles to the creation of flash presentations. Yes, I write many of them myself. (You can see more of my work at <http://winnersworld.worldprofit.com>)

The point is a flash presentation must be a customer-centered presentation. It must be about the customer, appeal to the

customer, motivate the customer to ACT NOW!

One big advantage of flash is that it gets people engaged, draws them into the presentation and so effectively dissolves the usual blase and customer barriers that the prospect is more than happy to do what you want: click here for more details, fill out this form providing you with all the information you need about the prospect, even BUY NOW!

Flash without cash copy is like an automobile without wheels: it just won't run. But flash with cash copy is like a projectile sent at the speed of light: it's going to crash through prospect barriers and get that prospect to MOVE! (That's one reason why I wanted you to SEE some flash presentations before you read this article and to compare them to your current non-flash, non-mobile, completely stationary and unmotivating site.)

--- Music

Did you listen to the music in the flash presentations I asked you to review? Maybe not consciously but your brain and body certainly felt it!

Flash music is a minor art form all its own. But to a marketer, someone in the business of motivating people to act, it's most important.

The music, of course, must be allied to both the images and the words. It must do its bit to move the prospect in the desired direction: TO ACT NOW!

It needs to have a beat! Be pulsating! Energizing! Help catch the prospect up in the experience of what that prospect is watching... while never losing sight of the ultimate objective: GETTING THAT PROSPECT TO ACT.

The flash examples above all use this kind of music. Indeed, such music is the hallmark of a Worldprofit flash presentation.

But I can tell you this: even if we were asked to sell the most sedate product imaginable, we go out of our way to find just the right music, the motivating music, the thrilling, exciting, energizing music. And we'd find it,

too!

-- Graphics

The word "flash" comes from the graphics which are used. These graphics (evolving rapidly even at this moment) focus on movement. The job of flash overall is to motivate a prospect to take action. The job of the graphics specifically is to make this happen as soon as possible.

You will notice that flash graphics are always MOVING. There is nothing immobile about the graphics. THEY ARE ACTIVE! Just the way you want your prospect to be!

See how the graphics in the above presentations MOVE THE MESSAGE! We work with the advertiser to make sure both that we know the message and that the advertiser is clear on which message he wants disseminated. Then the graphics are very carefully linked to the message to deliver the advertiser's knock-out punch. The music is then selected to accentuate that message and to provide further prospect motivation.

What you're seeing when you see flash graphics is a fast-moving vehicle with a definite destination: moving the prospect to act, moving the prospect to do what the advertiser wishes AS SOON AND AS COMPLETELY AS POSSIBLE!

Worldprofit Design Services: The Pick Of The Litter

Flash graphics are so new you may even have known about them before reading this article. There are, right now, very few design establishments on earth which can use flash, much less harness all three essential elements -- words, music and graphics -- to create the knock-out presentation that moves mountains -- and prospects! Fortunately, Worldprofit Design Services is one of them.

Worldprofit Design Services is a key division of Worldprofit, Inc., online at <http://www.worldprofit.com> since 1994.

Since then our job has been to select the best and brightest technicians and web designers to utilize state-of-the-art technology in the service of a single objective: making your online business more profitable.

## Sales In A Flash!

We early became aware that flash constituted cutting edge marketing. As such we made it a point to both hire and train our designers in this very specialized form of graphic marketing. The result is the kind of superior work showcased above and unrivaled corporate expertise in this vital area.

What's It All Cost?

By now, you already know you want flash on your site.

Around the office we have a saying, "See flash. Want flash." Frankly, it's just as simple as that.

Once people compare what they've got to the client-centered brilliance of flash, **THEY WANT FLASH!**

I'm sure you want it, too.

But what, you want to know, does it all cost?

Here Worldprofit shines.

Worldprofit, Inc. is a Canadian corporation based in Edmonton, Alberta.

Why are we there? Because it costs only a fraction to run an Internet business in Canada of what that same business would cost in the United States.

Yet the quality of the workforce, their level of education

and sophistication and their work habits and poise with dealing with customers are superior.

In short, you get as good or better a work product in Edmonton as you get in New York or Los Angeles but at a dramatically lower cost!

Again, I invite you to review the flash examples cited above to see for yourself.

What's more because Worldprofit aims to become the planetary leader in flash production, we are hungry for projects which will allow our young, bright, talented, ingenious designers to

## Sales In A Flash!

showcase what they're capable of. Worldprofit has a mission and to achieve it we need to do not merely good but superlative work on your flash presentation.

Even more, because we promote our work worldwide you will get the benefits of having your flash presentation showcased and marketed by us, just as the advertisers who commissioned the above flash presentations are benefiting by being included in this article, which will no doubt generate business for them!

Yes, we will take the expert work we do for you and let the world know about it — thereby benefiting us both!

What Are You Waiting For?

Unless the blood runs thin in your veins, you've been motivated by the flash presentations you've seen in this article. Equally, in your heart of hearts, you know that your current, immobile, stationary site is not as remotely comparable or motivating as what you've seen today.

So, what's it to be? Sit there and let yourself and your non-moving site become completely outmoded while smart people worldwide work with us — with me — to get a flash presentation which blows the competition away? Or will you act — right this minute — to see what we at Worldprofit Design Services can do for you, the flash we can create for you?

If you're ready to engage your prospects and get them to ACT now, we're standing by to help you do it with a cutting-edge client-centered flash presentation.

Just <mailto:customerservice@worldprofit.com> w/ "I want a flash presentation now!" in the subject.

Include your

name  
company name  
telephone  
what you sell  
current site URL and  
budget.

We're standing by to help you right now, to ensure that you

make MORE SALES IN A FLASH!

Dr. Jeffrey Lant is the internationally known author and business-development specialist. For information on his many books, including "Cash Copy", click here <http://www.jeffreylant.com> To subscribe to his "Marketing Hot Tips" Newsletter, go to <http://www.worldprofit.com/ezines>. For assistance in growing your website and online business, contact Dr. Lant directly at <mailto:drjlant@worldprofit.com>

## **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 is 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.

features thousands of articles and tips including hundreds of web design tips

and tutorials. Visit

for more web design articles.

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