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The Magic Of Giving Your Website A Goal

By Marketing Basics

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The number one thing your website must do is have a goal.

It doesn't matter how well-designed your website is.

It doesn't matter how easy it is to navigate.

It doesn't matter how attractive it is.

If your website doesn't get your visitors to take a predetermined course of action, it's a liability.

Want to know the definition of the word liability?

Liability: "Something that works to one's disadvantage."

Unfortunately, there are far, far too many websites on the Internet like that.

To be successful, your website must have a purpose, a goal.

And your copy must be persuasive enough to achieve that goal, whatever it may be.

If the goal of your website is to collect your visitors names for your newsletter or future follow-up, then your copy should clearly emphasize that, and give your visitors a compelling reason to leave behind their name and e-mail address.

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Here's a perfect example of what I'm talking about:

Dr. Ralph F. Wilson is widely recognized as one of the top international authorities in the field of Internet marketing. Business Week called his popular WilsonWeb.com website: "bar none the best e-commerce resource out there."

Wilsonweb.com has literally a whole treasure trove of Internet marketing resources. But the number one goal of the website is to get you to subscribe to their "Web Marketing Today" free weekly newsletter.

And with nearly 100,000 subscribers, it's obvious the website is doing its job expertly.

Right from the opening headline, the newsletter is mentioned.

In the beginning of the copy, the newsletter is mentioned.

In the middle of the copy, the newsletter is mentioned.

And at the end of the copy, the newsletter is mentioned.

The website never forgets what its ultimate goal is -- to get you to subscribe to the Web Marketing Today newsletter.

But you're not asked to subscribe in the usual ho-hum manner. You are asked to subscribe in a persuasive, compelling manner.

Here's how Dr. Wilson asks you to subscribe to his newsletter:

"Subscribe to our free e-mail newsletter -- Web Marketing Today® (nearly 100,000 subscribers worldwide). Just to encourage you to take this step, I'm including three free e-books that you can download and read: Making & Marketing E-Books, Web Marketing Basics, and Demystifying Viral Marketing, each worth \$12 -- just for subscribing. No catch. We respect your privacy and never sell or rent our subscriber lists. Subscribing will not result in more spam! I guarantee it!"

Did you catch that last line? "Subscribing will not result in more spam! I guarantee it!"

Dr. Wilson puts his visitors minds at ease, and alleviates their hesitancy to leave behind their name and e-mail address by loading up on the freebies, and by taking the negative connotation of the word "spam" and turning it into a humorous positive.

In closing, give your website a goal; present it in a persuasive, compelling fashion, and watch the magic begin!

The High Profit Magic Bullet!

By Grady Smith

The High Profit Magic Bullet! by Grady Smith

One of the greatest secrets to instantly increasing your online sales is the proper use of Magic Bullets. In fact, by just using a few on my website, I was able to quadruple my weekly income. And it's something that I'm strongly convinced anyone can apply to their own sales page to quickly double or triple their online income immediately.

So, what's a Magic Bullet?

The short answer is a list of bulleted benefits for the product. But the real secret of using them for high profits is in the design of each bullet.

More on setting up your own bullets in a moment But I want you to understand the profitability and importance of using high impact Magic Bullets on your own website.

First, most won't read your sales letter word for word. Magic Bullets let a visitor scan the benefits at a quick glance. They can see instantly what they're getting with their purchase and how it will benefit them.

Second, strongly written Magic Bullets can sell your product without a lick of additional copy. That's right. No P.S., no guarantee. I've bought online products solely for the reason that the outlined Magic Bullets promised me something that I was willing to pay for.

So, how do you design effective high profit bullets?

Start by outlining every single benefit your product offers. Make sure you look at it from the perspective of how your product would benefit a prospective client.

Now go through each benefit and rewrite it so that it creates excitement. You know, instead of writing "Learn how to make money online", write "The One Secret That Can Easily Make You Thousands Online."

Lay them out in easy to read bullets. Write a ton of them. Explain every last benefit your reader will get with your product

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and do it in an exciting, specific way. Sometimes I'll read three benefits and I'm ready to make a purchase. Really, sometimes that's all it takes.

So will it work for you? Yes, if done properly you should see a steady stream of online profits from your work. Spend the time to invest in this strong sales tool. Rework your Magic Bullets until you create a short, specific, exciting benefit. Then do it again and again for each of your benefits. Soon, you'll see the real charm of Magic Bullets, and that magic is huge profits for you.

FREE \$17 Ebook "The Secrets Of Hard-Hitting Sales Letters" when you visit Grady's website. Plus, find out how you can have hard-hitting sales letters, cash-creating auto responders, and high traffic classified ads all at prices you can afford! Go Now: <http://www.cheap-copy.com>

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