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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

They May Have Missed The Boat

By James Maduk

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Discover the 6 unique characteristics of a web site that sells.

You may need another web site dedicated to selling your products and services online!

Most small business web sites aren't very effective when it comes to selling online. For the most part, I think small business owners may have missed the boat. They're lost in the fog of traditional web sites developed by graphic designers and web development shops.

Visit the web sites of local small businesses and try and decide what the purpose of the site is: Are they trying to build a brand, support existing customers, or just provide information about their products, services and company.

I can already tell you how the navigation will be laid out. A fancy splash page and then the standard; About Us, Products and Services, Technical Info, Support, News, Events, Site Map and Contact Us pages are bound to show up.

If these businesses happen to be a little further along the evolutionary path they may also include a "Buy Now" button. A web sites Holy Grail, an electronic shopping cart that allows visitors to select a product from a page or catalog and then complete some kind of credit card transaction.

Are any of these sites able to sell? Are you persuaded, motivated, and influenced to purchase from them? Recent reports from a number of analysts tell us that over 90% of shopping cart transactions are still being abandoned. That means that someone who has decided to order from you online isn't carrying through with the purchase. This lack of sales conversion is a major problem for all web sites. Can you imagine what would happen if 90 percent of you retail customers grabbed something from the shelf placed it on the cash register and then left the store?

There's a simple explanation for poor web site sales conversion. The biggest reason visitors don't buy anything is because the site isn't designed to sell anything. Usually it's designed to give too much

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information. Think of your web site as a Virtual Salesperson, like many sales people, it talks too much. Dazed and confused the visitor floats around from section to section in the site with no set destination.

A Salesperson knows that there is a purpose to a sales call and your VirtualSelling web site should have the same objective. The purpose of the sales call is to close the sale or earn the right to continue to sell to the prospect when they are ready to buy.

There are a growing number of independent web marketers who make a full time living selling online. They have perfected the VirtualSelling web site. Like a Virtual Salesperson these sites build trust, grab attention, create interest and qualify buyers. Further they present strong reasons in the form of emotional benefits that engage, enroll and compel a web site visitor to carry through with the sales transaction online.

A VirtualSelling Site's success is based on some unique characteristics that can easily be applied to any product or service a small business sells.

1. The pages have strong headlines, subheads and bullets. You won't find flash animations and fancy graphics here. Just a strong headline that draws you into the copy. Before you know it, you may be 2500 words into a 4000 word sales letter.

2. Each product has it's own standalone web site. The site consists of a sales page and an order page, that's it, that's all. (Traditional pages such as contact us, about us, products and services, tech support, news and events etc. just don't exist on Virtualeselling sites) These sites are dedicated to pure sales copy.

3. Each site consists of a lengthy sales letter. This sales copy is similar to the offline traditional direct mail piece you may have received at home or in your office. The copy is usually written in the second person, and invites you into a metaphor or story. All of these letters will have an overwhelming number of testimonials followed by a "better than 100% guarantee" before giving you 5–10 chances to order. The approach is obvious but the psychology is sound.

4. There are usually only two buying choices for the visitor. The primary purpose of these sites is for you to buy the product or service by completing the sales transaction. If you leave the page you will be greeted by the second objective, capturing your email address. A free offer, report, application or other valuable information will be exchanged for your email address. If a Virtualeselling site doesn't convert you into a customer you can be sure that you will receive a series of sequential email marketing messages designed for this particular site or perhaps another of the owners products.

5. What ever is offered to you in exchange for your email address will be "Viral" in nature. It's expected that you will distribute copies to as many people as possible in your sphere of influence. The owner is hoping that you become what Seth Godin called "a sneezer" in his book Ideavirus. The valuable information will have a large number of links back to the web site with the goal of driving new traffic and the original visitors back to repeat the sales cycle.

6. The offer is strongly contrasted with the value of the product and the bonuses. I've seen books sold

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for \$5.00 and services sold for as much as \$10,000. Any product or service can be sold if the sales copy can be written well

Compare this partial list of VirtualSelling characteristics with your web site. Can you actually say that your fancy graphics and interactive animated pages convert traffic into customers? I'M NOT RECOMMENDING THAT YOU ABANDON YOUR TRADITIONAL SITE, I'M SUGGESTING YOU SUPPLEMENT IT WITH SITES DEDICATED TO SELLING DISTINCT PRODUCTS AND SERVICES. When you have a VirtualSelling site, a site that sells, drive traffic to it and measure the results.

If the purpose of your small business site is to build "Brand" then continue to build a traditional information site. If you want to engage, enroll and compel customers to do business with you online today its time to set sail with a VirtualSelling site.

Make sure your business doesn't miss the boat when it comes to selling online.

Think About The Right Boat Before Bying It

By Jeff Miles

The first thing you should know when choosing a boat is that no single boat will do everything. If your looking for a boat that inspires confidence, don't expect it to shine in light air. Boats that are exciting to sail on the weekends aren't the ideal boats for a passage through the ocean.

You shouldn't expect to find quick acceleration and load carrying capacity together with the same boat. You can buy a boat now to race or fish, then sail around later – as you can only do one or the other with a specific type of boat.

The logic to choosing the right boat is determining how you plan to use the boat. Think about why you want to own a boat, what you plan to do with it, and how you plan on using it.

For some, beauty is the first consideration. For sail boats beauty is very important, as you'll spend a majority of time floating and sailing around, with many people looking at your sail boat. With people looking at your vessel, you want to make sure that it looks nothing short of amazing.

If you are planning to race instead of cruise, then speed is your primary consideration. There are many cruising sailors out there who simply can't be happy unless their boats are moving very fast. The ideal boat for speed demons are those that can cut through the water, creating plenty of waves.

Fishermen on the other hand, want to look towards fishing boats. Trackers and other boats that are designed for fishing are ideal here. Fishing is one of the most popular boat activities, meaning that you'll have plenty of boats to select from.

When it comes down to it, selecting the right boat is up to you and what you plan to do with it. Take your time, weigh your options, and you'll have the right boat before you know it.

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Are You Searching For A Catamaran, Yacht, Kayak Or Just Fishing Boats? Just visit Jeffs website at:



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