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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!

Triple Your Web Leads With Email Auto-Capture

By Dave Czach

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Cary, NC – Converting a website to a direct marketing machine on steroids is easier than previously thought. However, it seems many companies still don't understand the awesome marketing power of the internet. Thus, they are actually losing leads.

There are two things every website needs to have to triple their sales leads. First, a means to capture the visitors email address without trickery. Second, send follow-up email that offers value to the visitor without a hard sell.

To avoid wasted advertising dollars, you need to set up your new infrastructure. Capturing the visitors email address is accomplished by using a simple script written in javascript. When someone visits the website, a small "alert" box pops up (not a web page) and offers a free report or other freebie relative to your website. The visitor either clicks "OK" or "Cancel" to continue. If they click "OK," their email software is activated. Then they click "Send" to subscribe to your email list or newsletter to retrieve their freebie. Now you have captured their email address for further valuable offers.

Follow-up email is required to seal the deal. It is widely known in marketing circles the average person sees an ad 5-7 times before acting upon it. Your follow-up email would be more free reports relative to your website with a couple 5-line ads in the middle of the report and at the end. As your visitor reads their useful information, they will view your ad.

There you have it. No more wasted advertising dollars. You can now have your very own automated marketing website on steroids.

Dave Czach is a 12-year ex-Mortgage Banker/Direct Marketerturned author/publisher. He can be reached at SonicPoint.com

Affiliates Need to 'Capture' the Email Address

By David McKenzie

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One of the secrets to a successful online home based business is capturing your visitors' email address so you can contact them again and again. The most effective way to capture email addresses is by offering a free newsletter, free email course or free ebook.

For affiliates, capturing the email address is a bit more difficult, but certainly no less important.

If you resell products or services on your web site this is done through affiliate links. Quite often your visitor comes to your site, clicks an affiliate link and leaves; perhaps never to return again.

You MISS capturing the email address!

So how can you ensure you get that email address?

While you will never capture everybody's email address there is a way to increase the number of email addresses you do capture.

You need to redesign your web site and change the focus away from affiliate programs and towards getting email addresses.

Here are 3 web design techniques you can use immediately:

1. Offer a free newsletter on your home page or entry page and make the sign up process really easy.
2. Offer a free email course on your home page or entry page.
3. Take the affiliate links OFF your home page. You are much better putting affiliate links in your newsletter or email course.

To have a better chance of getting the email address it comes down to offering your visitors something else before giving them access to your affiliate links.

Triple Your Web Leads With Email Auto-Capture

The best offer' is something for free like a free newsletter, free email course or free ebook.

Believe me, altering your web site like this does work. I used to have lots of affiliate links on my home page but not many sales.

Now, most of the people who purchase through my affiliate links are already subscribers to my newsletter or my email courses.

Do not underestimate the importance of this. Redesign your web site to capture your visitors' email addresses.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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