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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!

Watch Out! Copy Mistakes Are Sinking Your Site

By Janet Gratz

No matter how well you write, or even if you have a professional writer create your web site copy, you're going to have errors. Misspelled words, awkward sentences, phrases that don't make sense, and words that are used incorrectly run rampant through many sites. And it's no wonder. Writing well is hard work. Even a good writer will be too close to the copy and won't see ALL their mistakes, even when re-reading the copy carefully.

Mistakes in your copy can sink your web site. The online audience who accounts for most of your customers are a rather literate group of people. Studies show a large percentage have a good knowledge of spelling and punctuation. If they find your copy has several errors in it, prospects will figure you do sloppy work.

The solution is simple. Get a proof reader to carefully check your copy. You can enlist the help of a friend who has a sharp eye for spelling and punctuation. Better yet, get a professional proof reader to read your copy. Proof reading is almost always affordable and the investment will pay off big time in avoided embarrassment and missed sales.

Don't get too comfortable with spell checkers. Many have limited numbers of words they recognize, and will skip past some misspelled words. One of the most common problems is that a spell checker can't help you if you use the WRONG word.

Don't feel like I'm picking on you. I worked in the TV and movie industries for many years. I can tell you from personal experience that even Hollywood's writers struggle with typos and other errors in their copy. None would dream of turning in a script without first having a capable proof reader go through their drafts and revisions.

Janet Gratz is founder of

<http://www.ProofYourCopy.com>

. She can proof and edit your web site, ebook,

sales letters, and more — all at very affordable rates. Reach Janet at

janet@proofyourcopy.com

or

818-901-0035.

MISTAKES

By R J Farey

Don't worry about making mistakes.

Everyone makes mistakes.

Why should you be different.

The person who never made a mistake, never made anything.

Mistakes can be costly. They can also be educational.

Look upon your mistakes as an asset.

Life is a learning process. Learn from your mistakes.

Profit from them and you will not only make more money, you will also become a better person.

You must face the fact that from time to time make the odd mistake.

As long as they are not life threatening, pick yourself up, dust yourself down and get on with your life.

Just remember to not make the same mistake twice.

As I said before, "Learn from your mistakes."

Better still, learn from other people's mistakes.

There are people out there who have become millionaires working on the internet. Do you think they never made mistakes? They are only too willing to admit to their mistakes and to explain how they resolved them.

If you want to get to the top, and I presume that you do, study those who have already made it to the top. Study the way that they did it. Copy the methods of successful people. They will not be too proud to explain the problems they encountered on the way. Problems that you will surely meet as you progress and gain experience.

Disregard the `overnight gurus' trying to sell you the latest get rich scheme. If you listen to them you will be making the biggest mistake of all.

The old adage 'Learn to walk before you try to run.' Holds good in any type of business venture.

The main difference when setting up a business on the internet, as against setting up a conventional business, is that on the internet there is no shortage of genuine advice for the newcomer to take advantage of.

Good advice is there for the taking. Don't disregard it just because it is free. Some of the very best

things in life are free.

Just make sure that you take full advantage of them.

Relax, nothing is so bad that it can't be fixed.

Here's to your great success. Bob....

R J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Take a look at:

<http://www.33daystoonlineprofits.com/video/?robertjay>

bestdeals@farey.fsbusiness.co.uk

MISTAKES

Avoid The Big Advertising Mistakes

How To Write A Killer Sales Letter

Are you in Autoresponder Heaven?

WRITE YOUR WAY TO CREDIBILITY

Webcam Watcher

If I Can, Anybody Can!

Fixer-Upper Fortunes

Carefully Crafted Sales Emails And Web Copy

Internet Marketing Video Training Vault



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