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Website Owners: How Will YOU Build Sales?

By Raynay Valles

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Making more sales on your website may be as simple as choosing. Assuming you have a good product, and a market exists for your product, all you need is to add sales and marketing expertise to your webbusiness.

You have 3 options. Which will you choose?

1. Hire a full-time Sales and Marketing Director

Description: He or she understands how to attract and keep customers. Manages budgets and people, sets goals and evaluates performance. Many times must "sell" strategies and tactics to decision makers, who may have strong but wrong-headed opinions.

Pros: Knows how to build sales. Can have industry-specific experience and contacts, which may give your firm an advantage. The best will have extensive online sales marketing experience.

Cons: A huge investment, which makes this option only available to larger firms. Many times an otherwise experienced sales marketer must play catch-up to learn about tools and tactics that work on the web.

Cost: It varies by experience and where your business is located. According to Salary.com, a sales and marketing director position can command \$96,000/year in Chicago, \$107,000/year in Boston and \$103,000/year in San Diego.

2. Hire a online sales specialist.

Description: These sales consultants have built up web-specific selling expertise. He or she knows what sends online shoppers clicking away from a website and is fully versed in attracting potential customers and converting them into buyers. Can develop a sales and marketing plan, prepare budgets, implement the plan and other tasks.

Pros: Should be able to tell you how to get the most impact

for your money. Knowledgeable about techniques that will get the best results. Will first determine what needs to be done, then is connected to the copywriters, webdesigners, search engine specialists and tools that can help.

Cons: You may find a "one size fits all" solution provider. For example, he may really only be experienced in search engine placement and unaware of other tactics that would work especially well for your particular business.

Cost: Prices vary. You can get a website sales tuneup starting at a few hundred dollars and up. Some consultants work on advance against percentage of increased sales.

3. Do-it-yourself with the help of an book

Description: The two top-sellers are the ebook Make Your Site Sale by Ken Evoy, and the 2-binder set, The Internet Marketing Course by Corey Rudl. There are also books available focused on search engines positioning, copywriting, traffic-building and more. A list of links to these resources is available at <http://www.jawdrop.com/resources.html> .

Pros: Inexpensive and fast access to information from people who are succeeding at selling online. Many times these books contain specific info and lots of examples.

Cons: Many people who BUY books don't READ them. If they read the materials completely, the next challenge is implementation and accurate evaluation of the results. For example, a website owner may try a pay-per-click ad. If it fails, he may think "pay-per-clicks don't work",

when an expert may see that it was the ad itself that failed, or that particular pay-per-click did not work.

Cost: \$25 – \$397.

To get sales expertise, you can spend \$25 up to over a hundred thousand dollars. With such a huge range in price, it seems like getting sales help would be a no-brainer, but that's not the case.

What is the best way to build sales for YOUR website?
It depends.

Do you have time for the learning curve of doing it yourself? How expensive is the learning curve in terms of out-of-pocket and opportunities lost in the meantime?

If your website a side-business out of your spare room, you will probably choose differently than a business striving to meet payroll.

Sales help for your business website is out there. Reach out and get some now.

Raynay Valles is the web's hardest working online sales specialist. She builds sales, guaranteed. For more info visit <http://www.jawdrop.com> or email <mailto:rvalles@jawdrop.com>

Website Value – What's Your Business' Website Worth?

By William Lee

If you were asked to put a value on your website what would it be? Perhaps you paid a small fortune and commissioned a top design agency to build it. It would still be worth at least what you paid for it, right?

It's a sad fact that a great number of websites are worthless. They give no value to their owners and are little more than a drain on resources. Would it surprise you if your website was classed as one of these?

The World Wide Web is made up of millions of webpages so it's not surprising that many are rarely seen by human eyes other than their owners' and creators'. These unfulfilled webpages are like trees in a forest. They can make as much noise as they want, but if no one is around to hear it then who is to know they ever made a sound? Too many of those that are seen by people are poor at encouraging progress through the sales cycle i.e. they don't persuade the reader enough to progress to the next

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stage whether that's submitting a sales query or making a purchase.

So how have you determined the value of your website? Have you only taken into account its cost to build and maintain or have you also considered what it actually does for you and the value it adds to your business? Ask yourself this question, if you were to put your website up for sale, how would you convince a potential buyer that it was worth the asking price? Would you sell it on the basis of how much it cost to build or on the strength of the benefits it brings?

Do you think owners of expensive luxury cars are motivated by how much they cost to build, run and service or because of things like the prestige they give the owner, the superior performance and higher levels of comfort? In this context, it may be easier to recognise value and worth, but when it comes to your website can you do the same? If your website provides you with no measurable benefits or is a tree in a lonely forest then how can you be sure it's worth anything?

Suppose we're comparing two very different websites; one cost £10,000 to build, looks very impressive, but converts poorly, generates little interest and the other cost £1,000 to build, wouldn't win any design contests, but consistently generates fresh leads and converts a high percentage of prospects into customers. Which of these websites do you think is worth more?

Now ask yourself again, what's the value of your website?

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