

Why No One Buys From Your Site!

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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!**

**Why No One Buys From Your Site!**

**By Mose Ross**

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Like most online entrepreneurs, the main reason you created your web site is so you can make some money online.

And like most online entrepreneurs, you probably know how depressing it can be to have spent your life savings on your site or products & have no one buy from your site.

But how do you get someone to buy from your site? There are many answers to this question, but let's discuss the top three: merchant account, the right products & a web site!

Well everyone knows in order to make sales online, you need a merchant account, without it you won't make a single sale!

But what most online entrepreneurs fail to realize is that 30% of online consumers still prefer to use checks online. I don't know about you, but 30% is a lot to me. Make sure you accept both credit cards & checks! Next are the right products.

Most Internet marketing programs today, instruct you how to market your products & make sales. What the programs fails to tell you are which products will sell online. To determine if your product(s) will sell online, ask yourself these three questions:

1. Does it fill a need or solve a problem?
2. Does it have worldwide appeal? You are on the net!
3. Is it available at the store? If it is, is it

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cheaper?

If you can't answer yes to the above questions, you need to find yourself another product because it will not sell online. Now let's discuss your web site.

When online consumers visit your site, you have less than one minute to keep them there, which means your first paragraph is very important to you! If your first paragraph is about you or how your company is the #1 company online you are losing sales!

Today's online consumers do not want to read about how your

company is the #1 company online or how many people you have helped in the past; they want to know how can your product(s) or web site benefit them personally when they first get to your site.

A good way to keep them there & make sales, is to list the benefits of your product(s). Benefits tell the potential buyer what he or she will get out of your product(s). Do not mistake features for benefits. Features tell the potential buyer what the product(s) has.

Last but not least, your site must be persuasive! Persuasive means your site must capture the mind of the potential buyer causing him or her to buy your product(s) & become a customer. An example of a persuasive web site is <http://www.creditconquest.com>

Remember your site is nothing more than a sales letter & has only one purpose, to make sales!

Mose RossLeondre is the editor of SUCCESS TODAY EZINE, a free monthly newsletter full of "How-To Succeed" articles, marketing tips, & humor. Send an email to: [successtoday-subscribe@topica.com](mailto:successtoday-subscribe@topica.com) & discover how to succeed today & not tomorrow!

### **Make Sure Affiliate Programs Pay for Every Sale**

**By John Lynch**

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When joining affiliate programs there are many decisions you have to make. Unfortunately, few people query what kind of tracking software the program uses. To overlook this can prove costly, and means you may never be credited with 5% – 10% of your affiliate sales.

A good affiliate program will use quality affiliate tracking software that is reliable and tracks all of your sales. You must make sure that they not only track online sales, but also sales by phone, fax and mail order. Many companies only track online, and this means you will lose between 5% – 10% of your sales.

Also, make sure that the affiliate program uses 'cookie tracking' software to ensure that you will be credited for sales from people who don't buy the first time they visit your website, but come back and buy at a later date.

For those of you who don't know what a 'cookie' is. A cookie is a small piece of information that a web site puts on your hard drive so that it will remember you when you return later. This is how cookies can be used to track visitors to a web site. In this way the affiliate program will be able to track all the sales from your site, even though the visitor did not buy on the first visit to the web site.

Many affiliate programs use software that only tracks about 80% of your sales. It has to be said that many of the popular affiliate companies are guilty of this. So beware big names! Some companies use tracking software that only pays if the customer visits your link and buys straight away. If the visitor returns to your site an hour later... a day later... week later... and buys, you will not be credited for the sale. Good 'cookie tracking' software ensures that this never happens.

So, before you join any affiliate scheme make sure to ask about the kind of tracking software they use. It could save you a small fortune in the long term.

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( For information on reputable affiliate programs that convert to sales go to:  
[http://www.merchant-account-service.com/affiliate\\_programs.html](http://www.merchant-account-service.com/affiliate_programs.html) )

None

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