

Why Your Website's Sales Are NOT Where You Want Them to Be

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By Raynay Valles

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You have a good product at a good price. You know people want it. Why aren't you selling more?

Today your website sells x number of your products. How do you get it to sell twice as many, ten times as many, or more?

There is a simple reason holding you back. While many website owners don't know why sales are low, you may already, in your heart, know why.

To illustrate what the reason is, let me give you two website marketing scenarios. See if you pinpoint the problem.

SCENARIO 1

Imagine your website sells 20 inexpensively-priced widgets every day. Your present customers are delighted with it. You want to build sales. What should you do to sell more?

Pause for a second and give your answer. Play along. It's fun and informative.

Most people would say, "Advertise more." or "Get more traffic." At first, this seems logical, but there is critical data missing.

What is that data? An essential question you need to ask is, How many unique visitors come to the website each day?

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It makes a difference if it's 200 or 20000 unique visitors coming to your website each day. If you find you are getting 200 visitors a day and 20 sales, that's great. Get more visitors.

But, what if you found you ALREADY have plenty of traffic? What if you found you are already getting 20000 visitors a day? If this were the case, you'd probably want to find out what the site was doing, or NOT doing, that is sending 19980 people away without buying every day.

SCENARIO 2

You ran the same ad in two different ezines. You paid the same price for each ad. Ezine A sent you 1000 visitors. Ezine B sent you 250 visitors. Which ad should you rerun? Which ezine would cause you to look for similar ezines?

Pause for a second and give your answer.

Did you say "Ezine A sent more traffic, so place another ad in Ezine A and find more like it"? Or, did you notice the missing piece of information? That piece of information is: How did each ad perform?

Suppose Ezine A sent 1000 visitors and you got 1 sale. Ezine B sent 250 visitors and you got 5 sales. NOW which ad would you rerun? NOW which ezine would you try to find similar ezines?

You might say it's not fair I didn't give you all the information in each scenario. You're right, it wasn't fair, but it was accurate. Similar scenarios happen everyday in real life, leading webmasters to make poor decisions which keep their sales low.

The reason you're not selling more is you don't have "the right information". You get the right information by asking the right questions and applying useful technology.

As you saw in both scenarios, when you had "some information", it was easy to make a wasteful and ineffective decision. With the right information, you can make decisions that positively impact on your bottom line.

"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

By Mike Jezek

You don't want your competitors to read this!
Friend, in the next few moments, I'm going to go ahead and reveal to you a simple and yet, little known technique that's being neglected by 95% of the website sales letters out there. This technique when applied to your website's sales presentation can increase response. What am I talking about? I'm talking about the "Lift Letter."

Having a lift letter integrated with your website's main sales letter may just be the shock force that sends a surge of more sales rolling in. Ok, you may be asking, "What is a lift letter?" A lift letter is nothing more than another one or two page sales letter in addition to your main sales letter. Question. Have you ever gotten a direct mail package containing a little folded note urging you to buy, which was usually a canary yellow or light blue color? That's a lift letter. Many direct mail packages use them. However, there has been debate as whether they are worth the cost. Why? As you know, conducting a direct mail campaign can be expensive! And most savvy companies, once they have a successful direct mail package, try to streamline it to make it more cost-effective without suppressing response. And sometimes that lift letter is scrapped. But how does this apply to you?

You have a website business. And chances are, you have a 6–14 page website sales letter. To add a link on your website to a web page with a lift letter on it won't cost you a cent! How do you set up a lift letter?

At the remaining last 2–3 closing paragraphs of your website's sales letter, simply add a link saying something like this:
Still unsure? [Click here.](#) /Want more proof?
[Click Here.](#) /Need another opinion? [Click Here.](#)

These links simply lead to a web page with a 1–2 page lift letter. You could even have a lift letter of 5 pages, as there are no set rules here. You can also place one of these links in a P.S. as well. Or even on an order page.

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Tips for creating a compelling lift letter:

It can simply be a long testimonial or endorsement.

It can be in a memo format. It can be in a news release format.

It can simply be a sales letter with someone else's signature at the end. The main point to remember here is that your lift letter needs to be signed by someone else other than you or your company to make your sales presentation more believable and persuasive.

Go ahead and start testing a lift letter to see if it pulls in more sales for you. And tell me about your success.

Yours FREE! Free 10–minute Sales Letter Critique! I'll reveal the weak spots of your sales letter and show you how to boost your response. Just email me the link to your sales letter. Hurry, available for only the first 25 who respond! www.irresistiblecopywriting.com Psychological Sales Letter Specialist (TM) Mike Jezek

"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

10 Secrets To Improving Your Website's Conversion Ratio

How to Create A Homepage That Works

Give People What They Want And Watch Your Profits Soar!

How Did You Get Here?

Meta Manager

Ewen Chia's Website Conversion Secrets

7 Ways to get Great Links to your Website

Auto Hits Machine

Software Designer Pro



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