Phenomenal Online Sales Formulas

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Chapter 1

1 Start publishing an extra issue of your e-zine every week. You could charge a recurring monthly subscription for the free subscribers who want to view the extra issue(s) each week. You could also include no ads in the extra issue because you're charging a subscription fee.

2 Don't load your web site with a lot of high tech clutter. Your visitors may miss your whole sales message. Haven't you ever visited a web site which had graphic ads, text scrolling and flashing words all crammed together? If you have, it was likely you found it confusing and hard on the eyes and you just said 'forget it'.

3 Don't use unnecessary words or phrases on your site. You only have so much time to get your visitor's attention and interest; make every word count. Use

short words, phrases, sentences and paragraphs. Also highlight attention-grabbing words like love, money, sex, etc.

4 Don't make the mistake and think that everyone will totally understand your web site message. Use descriptive words and examples to get your point across more smoothly. Don't use hard to understand words that they might have to look up in a dictionary because they won't, they'll just leave your web site.

5 Don't write your strongest point or benefit only once. You should repeat it at least 3 times because some people may miss it. Also when you repeat something it gets stored in your prospect's brain easier. This may persuade them to buy later on down the road because they will remember it when they really need or want your product.

Chapter 2

6 Don't push all your words together on your web site. People like to skim; use plenty of headings and sub-headings. People don't have time to search and read through every word. It's also harder to read online than offline. But you could remind them they could print out your web page to read it later when they are offline.

7 Don't use site content your target audience isn't

interested in. If people are coming to your site to find information about fishing, don't include soccer content. That rule also applies to your free e-zine, your free e-book, the [products](#) you sell, the affiliate [programs](#) you promote, etc.

8 Don't use 50 different content formats all over your web site. Try to use only one or two of the same fonts, text sizes, text colors, etc. You don't want your visitors getting frustrated because they have to keep refocusing their eyes. Plus it looks unprofessional not to have a consistent look throughout your [web](#) site.

9 [Offer](#) easy navigation. People will leave quicker if they have a hard time finding what they're looking for. Don't get them lost or they will leave. You could have a keyword [search](#) box, a side, top or bottom navigation bar, a web site map, etc.

10 Don't let selling words and phrases go unnoticed. Highlight important words and phrases with [color](#), bolding, italics, underlining, etc. Also think about about each and every word you use on your web site. Ask yourself "Is this word going to persuade them to buy my product, join my [affiliate](#) program, subscribe to my e-zine", etc.

Chapter 3

11 Form a strategic alliance with other related but non-competing businesses. You'll be able to beat your competition by selling to a larger audience, sharing advertising costs, trading business strategies, bartering both goods and services, gaining new products to sell, packaging products together, etc.

12 Address your targeted audience on your business site. For example, "Welcome Internet Marketers". If you have more than one, address them all. When you want to get their attention in the ad copy, you could say, "Attention! All Internet marketers, business owners, opportunity seekers and other entrepreneurs."

13 Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site, unless the bird had a business suit on or was doing something business related. That would grab your prospects' attention and the bird would convey the impression that you sell to businesses or that you are a business.

14 Alert visitors by e-mail when you add new content to your web site. This will remind people to revisit your web site. For example, you could say on your web site, "Sign up to our opt-in list to be reminded in the future when our web site is updated or we add new products."

15 Offer a way for visitors to contact you on each web page. List your e-mail address, fax number and phone number. If you're selling a product, remind them to order on each [page](). If you're giving away a free subscription to your e-zine, remind them to subscribe on every page.

Chapter 4

16 Give people the option of viewing your web site offline. Offer it by [way]() of an autoresponder message or by a printer-friendly web page. They may forward it to their friends or family members if it's an e-mail or they may give it to them if they have it printed out.

17 Make sure that at least 50% of your content is original. The other option is to offer something else original other than content, like [software]() or an online utility. You need to [offer]() something they can't go anywhere else to get. Then they can't think, "Well I saw another web site that has that same free e-book so I'll just go there instead."

18 Offer your [visitors]() incentives for revisiting your web site. You could give them new content, e-books, software, e-zines, etc. Offer a new weekly contest so they have to revisit every week to re-enter. Offer a new, original freebie every week so they have to revisit. You can just ask them to sign up to a reminder e-mail list.

19 Publish FAQs for your business, products and web site. They could have questions about multiple parts of your business. You could answer questions about your products, business, web site, free e-zine, affiliate program, message board, chat room, free e-book and other services.

20 Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave. It's a good idea to go through your whole web site and check all your links once in awhile. There are also software programs that can do it for you too.

Chapter 5

21 Organize your web site in a logical and profitable sequence. You don't want to give away a freebie before they learn about the product(s) you're selling. Make your visitors see at least one or two of your ads before they get to your freebie. Then include those ads somewhere in or around your freebie.

22 Use plenty of examples in your ad copy. This will allow your whole target audience to understand your sales pitch completely. If they don't understand your product offer, how do you expect them to buy. Have a few younger kids read it. If they understand it, you'll know an older person will definitely understand it.

23 Gain extra credibility by using terms your readers may not understand but can follow, by explaining them in simple terms. This will show you're an expert. People often find it interesting to see new words as they could get bored seeing the same old words every day.

24 Reveal how excited you are about the product. You could use words, or even a picture of yourself looking very excited. For example, you could say in your ad copy, "I'm super EXCITED about our new product!" Another example, "I'm so PUMPED UP about our new product I can't wait to tell you about it!"

25 Tell your target audience you were in their current position. Next, tell them how your product pulled you out of that position. For example, you could say in your ad copy, "Don't worry, I used to be just like you. I was way over my head in debt. But I decided to create a financial formula so no one else would ever go through all the pain and humiliation of bankruptcy like I did."

Chapter 6

26 Challenge your readers at the end of your ad. Make a bet with them; if your product doesn't solve their problem, offer them a free product in return.

People love to gamble and most are greedy. You're just using it to your advantage so you can sell them your product or [service](). Some people like to gamble just because it's fun.

27 Get your [audience]() involved in your ad by asking them questions. They'll automatically want to answer the questions in their mind. For example, you could say in your ad copy, "Where do you want to be weight-wise in the next 5 [months]()?" Another example, "Do you want to weigh that much or more 2 years from now?"

28 Introduce yourself in your ad copy. Haven't you ever read ad copy and wondered who was selling the [product]() halfway through? It's a big turn-off. For example, you could say, "Hello my name is (your name and a little about yourself)." Another example, "It's (your name) here, I'm going to tell you about..."

29 Start your ad with a story. It draws people right into your ad and they forget they're being sold to. For example, you could start your ad, "Once upon a time ..." Another example would be, "Last year, one of my friends and I were..."

30 Use less than seven points in your ad copy. If you start revealing too many [topics](), your readers might get confused and quit reading. Your points could be your [benefits](), guarantees, testimonials, closing, opening, postscripts, and headline. Some

other [points](#) would be features, case [studies](#), customer lists, etc.