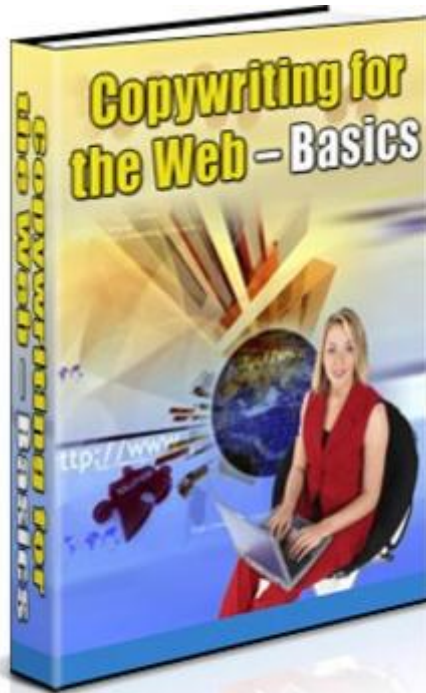


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means that you need to accomplish some research and understand your visitors needs...well tell you what research works, and how to use it to your advantage. - What exactly is a headline designed for, and what should it say? The real trick here isnt always what you do say, but also what you dont. Your headline is the MOST important part of any copywriting...messing this one up will leave you with disappointing results. - The look of your text links makes a difference? Get this: Trying to be too professional looking may actually be bad for your site...and youll find out why this is especially true when it comes to text links! - Focus on what you offer? Nope! A common mistake with copy on the internet is that people often want to describe their product or services details...but theres something more important you should be trying to portray... - And a lot more! Look at it this way - \$9.95 is nothing compared to the amount of money youll be saving from not having to hire a professional for each and ever page. You could quickly find yourself LOSING money, rather than making it. P.S. Youll be hard pressed to find another manual as simple and effective as this one. Even if you do, youll likely be writing a much bigger check...and thats just to learn the basics!

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