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"What If I Told You That You, Yes YOU Can Increase Your Profits by 100, 200 or Even More Than 1287 Without Working Any Harder? Would You Let me Show You How To Do It?" Give me 7 minutes and I will reveal the 40 most common pitfalls well-meaning entrepreneurs like you fall into when trying to create a money-making site. Its a shame for YOU to not be living the lifestyle you desire... when you can do it so easily... Dear Friend, y marketing buddies think that I'm crazy because I want to practically give away the same methods they use to create money-sucking sites... all just to prove a point. In a couple of minutes, I will make you feel so excited that you will want to scream. You see, I would like to share a concept with you that few people understand... You can make many times the profits you are making now without paying one extra penny in advertising or hunting for extra traffic. It's easy if you make a few changes on your site's "ad copy"... Here are some of the things you can learn: The one common online practice that can easily backfire and actually cost you sales. You will learn how to do this the right way so that you make more profits. A dirty little trick "stolen" from offline copywriters and how to adapt this to your website. Do this correctly and the visitors will be so involved in your site they won't even think of clicking away! The 11 points you can't afford to ignore if you want your site to have any semblance of credibility. It's simple: Lose your credibility, lose the sale. You will understand how to do this correctly. What can you learn from newspapers? Grasp this concept and the conversion rate of your site can increase by more than 114! You will laugh once you see how easy it is. Finally analyzed: Should you mention the "technical" features of your product in your web copy? Or not? And why? It may not be what you think it is. An amazing powerful trick to skyrocket the number of people who actually read your salesletter! This can instantly double your profits and you can implement it quickly and easily. Joseph Sugarman in his

book "Advertising Secret of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy" gives his suggested outline for writing advertising copy. Do you know what it is? You will learn: "How To Rake In Tens And Hundreds of Extra Dollars Every Day Simply by Making A Few Quick And Easy Changes to Your Website!" Date: Saturday, June 03, 2006 From: Ewen Chia & [YOUR NAME] Re: How To Make Your Website Sell Like Crazy! Dear Friend, y marketing buddies think that I'm crazy because I want to practically give away the same methods they use to create money-sucking sites... all just to prove a point. In a couple of minutes, I will make you feel so excited that you will want to scream. You see, I would like to share a concept with you that few people understand... You can make many times the profits you are making now without paying one extra penny in advertising or hunting for extra traffic. It's easy if you make a few changes on your site's "ad copy"... Here are some of the things you can learn: The one common online practice that can easily backfire and actually cost you sales. You will learn how to do this the right way so that you make more profits. A dirty little trick "stolen" from offline copywriters and how to adapt this to your website. Do this correctly and the visitors will be so involved in your site they won't even think of clicking away! The 11 points you can't afford to ignore if you want your site to have any semblance of credibility. It's simple: Lose your credibility, lose the sale. You will understand how to do this correctly. What can you learn from newspapers? Grasp this concept and the conversion rate of your site can increase by more than 114! You will laugh once you see how easy it is. Finally analyzed: Should you mention the "technical" features of your product in your web copy? Or not? And why? It may not be what you think it is. An amazing powerful trick to skyrocket the number of people who actually read your salesletter! This can instantly double your profits and you can implement it quickly and easily. Joseph Sugarman in his book "Advertising Secret of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy" gives his suggested outline for writing advertising copy. Do you know what it is? You will learn: "How To Rake In Tens And Hundreds of Extra Dollars Every Day Simply by Making A Few Quick And Easy Changes to Your Website!" "Hard-hitting Checklist For Increasing Any Website's Conversion Rates!" Ewen, "Website Conversion Secrets" is a great, no fluff, hard-hitting checklist for increasing the conversion rates at any website. I made a ton of notes as I read it... things to test and adjust on my sites. It IS the little things that make a difference, and when the cumulative effect of making a lot of positive changes is added up, it can be astronomical. Your book offers a laundry list of these things to look at in improving the website's structure as well as supercharging your

ad copy. Your mastery of copywriting and direct sales principles shine through in "Website Conversion Secrets". My advice to any serious marketer is get a copy and be prepared to make notes in the margin... just like I did! - Willie Crawford ProfitAutomation aking money online is simple math. If you want to double your sales, try doubling your conversion rate rather than your traffic. If for every 100 visitors you receive to your site you make 1 sale, then you have a conversion rate of 1. But, what if you could increase the conversion rate of your site? What if you could "convince" just one more person to take you up on your offer? Then your conversion rate would jump to 2 and your profits would instantly double! Here are a few more things you can discover: A service that allows you to locate slow loading graphics and bad links on your site...and where to get it for free. The one thing you have to keep in mind every time you create a website. (Hint :not everyone sees things exactly as you do). What type of fonts should you use online? And why? What can you learn from direct response offline marketers? Should you use Flash presentations on your homepage? Or not? And why? The answer may surprise you! Explained: The concept of "themes" in your website. What is the importance they play in your conversion rate? The 4 'little foxes' that can spoil the overall professional appearance of your website. Are you sure you are not making one of these mistakes as we speak? The common temptation that many companies fall into when creating a website...and why it can spell disaster for you. You will learn how to avoid this fatal mistake. What style should you use when "talking" to your visitors? Formal, informal or what? And why? So many people make this mistake it's not even funny! Should your salesletter use correct grammar? Or not? The answer may surprise you! I really need to ask you one question at this point: How Many of These Costly Mistakes Are Causing You To Work A Lot Harder Than You Could Get Away With? And... How Much Time And Money Could You Save If You Knew How To Avoid Them Altogether? A sneaky little trick that is almost too powerful to disclose. You will learn how you can sell a service that is on the pricey side and yet make it appear so cheap that your visitors would be crazy not to take you up on you offer! (It's ethical though) How to answer common objections your visitors may have about your product or service. Be careful here. If you leave even one question unanswered, you could lose the sale and it would be a crying shame. Are you sure that all your visitors want to save money? Or maybe there's something else you should aim at as well? Few people use this method but now you will be one of them. A technique used by computer manufacturing giant Dell. The beauty of this is that you don't need Dell's millions to do it. You can do it as easily for free! How to use this aspect of human nature to increase your sales even more!

This is true almost 100 of the time... even if nobody admits it! A strategy "borrowed" from the world of direct mail marketing. Along with the usual salesletter the mail order company includes something else in the package as well. What is it? And... how can you do the same on your webpage? Pop ups: Do they work? Or not? Are they the most hated concept online? And, if yes, why do so many marketers who make thousands of dollars every month use them? The truth finally comes to light! How to break up big decisions into tiny steps... and why it's critically important to be able to do so. Get this right and you will increase your profits even more. How to use anchor tags to guide your visitors through your presentation and make it easy for them to give you their money. A little secret to differentiate yourself from your competitors... even if you sell a product of exactly the same quality as they are. How you can charge 5 times more for the exact same information... and your customers will be ecstatic to give you their money! How knowing how to handle existing customers can mean some of the easiest money you made in your entire life. Why so few people do this? Beats me! Oh, and just to prove to you how important knowing these things is, please tell me if... Have You Ever Imagined Just How Many More People Would Be Eager To Promote Your Products and Send You Their Traffic If You Converted, Say, 3 Times More Visitors To Buyers? It's 100true. As a matter of fact, some copywriters have admitted in public that they make a lot of money without having a clue about "search engine optimization". However, even their competitors are happy to send them their subscribers because they convert so many of them to paying customers! You will also understand: The power of post scripts in your webs copy. Harness their power and watch out! Explained: The concept of the "by the way" technique and how to use it in order to generate even more profits from your website. Analyzed: The "AIDAS" formula. How this strange word can mean untold profits for the few people who truly understand it. The ad copy style recommended by John Kennedy (he charges up to $50,000 for a salesletter). What could you do if you knew it? The power of "bullets" and how to use their power to volcanically erupt the conversion rate of your site. Should your products be cheap? Or expensive? And why? Where does the truth lie? How to change your general statements into specific ones and why this little secret can virtually skyrocket your conversion rate. The technique of "limited quantity offers" and why it's so powerful. Few people use (or understand) this concept. The two main emotions that top copywriters aim at awakening. Do you know what they are? The one point of your presentation where you should really "give it all" and why it can mean you getting the sale instead of your competitors. How to ask for the order. Should you use multiple order options? Or not? Many people give

the exact opposite answer of what they should in the above question! How to strike your maximum profit point by using this advanced technique. This technique is used after you have finished your salesletter. Finally: Now, you too can discover the methods used by some of the highest-paid copywriters in the world and make much more money with the same effort. o you have any idea how much a good copywriter costs? If you "shop around", price tags of $10,000 to $15,000 for one salesletter plus 5-10 royalties on gross sales generated are pretty common. Stunned? Well, actually you shouldn't be. Here's why: A good copywriter actually saves you money. When you hear all the "gurus" making six figure incomes online, how do you think they do it? Exactly. They use world-class copy. They know that killer copy will put good money in their pockets. (Heck, you can't argue with the results these marketing mammoths get.) But you know what the best part is? Even a top notch copywriter can get you lousy results! Yep, you read that correctly. Even if you hire a professional copywriter, your sales can be zero. Here's why: On the Internet, there are many more things that come into play. Does your page capture the visitors' names and emails effectively? Does it look good on all computers? Does it load fast? (For example, this page you are reading loaded in less than 2 seconds. And I can show you how to do that for your sites as well.). "Website Conversion Secrets: How To Make Your Website Sell Like Crazy!" goes into much more than just "copywriting". It talks about the mechanics of the website as well. It's about building a complete site. It's about getting the sale. It's about making real money. Retail Price: /$37.00/ [NOW ONLY! 1.95 $] Master Resell Rights Tags: create a website

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