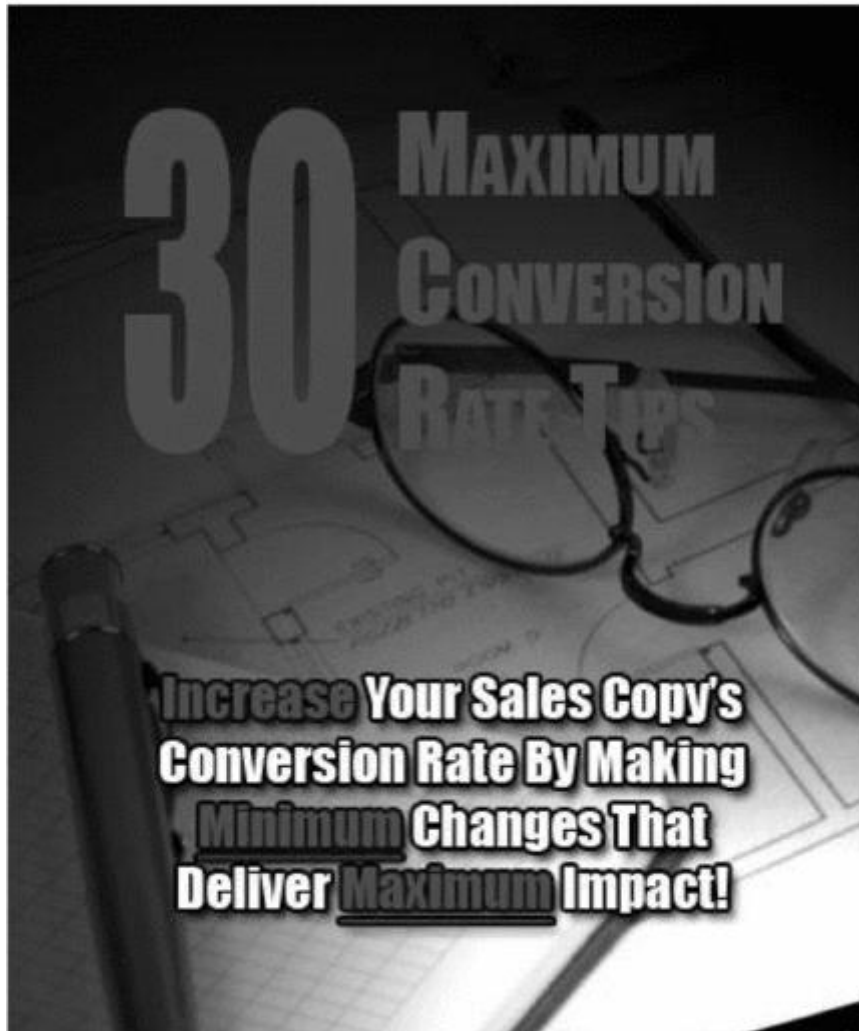


30 Maximum Conversion Rate Tips

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The use of sales letters had been around for as long as direct response marketing have been practiced in the conventional brick and mortar world. And ever since the Berlin wall came down and the World Wide Web came up, it did not take long for people from business backgrounds to tap into the growing world of E-Commerce. And it certainly didnt take long for direct response marketers to carry their offline practice into the online world. Thus, you see the practice of one-page-long sales letters being used widely today

by businesses of various sizes to sell and push their products and/or services into the Internet marketplace. This is the case, because sales letters in this fashion have been proven to be all time-tested. As you probably know by now, sales letters are really just one LONG page with one person in mind: to help sell the product to the prospect. Its like an electronic salesperson on your behalf, and it certainly beats having you to prospect and sell to someone else face-to-face or gamble on sending out hard copy mails (that can span 5-20 pages long when printed) and face the chance of not covering your investment on printing back. Tags: ad

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