

27 Days to Incredible Internet Profits

>>> Day #5: "Convincing People To Buy" <<<

As you should remember from the last lesson, the overall concept of your website (and any sales messages) is summed up as A-I-D-A.

A - Attention I - Interest D - Desire A - Action

You want to capture your prospect's attention, build up his interest level to create desire and convince him to take action...now!

The most important part of the page is your headline. The purpose of the headline is to capture the reader's attention and get him to read the 1st sentence of your sales message. The purpose of the 1st sentence is get him to read the 2nd sentence. And so on.

You need to keep the reader's interest and bring him down the page until you've created enough desire that he will take action and order.

Other important parts of the sales page are:

- * listing the features and benefits
- * building the value of your product or service
- * developing your credibility
- * providing proof that what you say is true
- * crafting a flow that leads to the inescapable conclusion that your visitor must buy immediately.

With that overview in mind, you can now listen to me explain these concepts in more detail. Just turn on your speakers and click the Play button below:

You're probably thinking that creating a good web page that sells is going to be a daunting task, especially if you're just learning this stuff. And it can be.

But your ability to make the sale is crucial to the success of your business. And just like I showed you some simple software that helps you write killer headlines, I've found some more great software

(<http://instantsalesletters.com/?36212>) to help you write superb sales letters.

In only 2 ½ minutes you can quickly and easily create a

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sales letter guaranteed to sell your product or service without writing. Just fill in a few blanks and PRESTO...you've just created a powerful, money-making sales letter! Check this out now!

I'll be back in 2 days with more important information on how you can create your own incredible Internet profits.

Yours in success,

Udo Hoffmann

>> The "ORIGINAL" Internet Marketing Maven <<

<http://primus-philum.blogspot.com>

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