

Internet 101: How to Dramatically Increase Your Web Profits, Starting Today!

By Dave Turner

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I'm about to reveal to you a 5-step formula so powerful that if you use it, you will immediately see a dramatic increase in your web profits! The 5-step formula is as follows:

1. Answer the question: What's in it for me?
2. Prove your credibility
3. Provide overwhelming value, service and quality
4. Develop a Unique Selling Position (U.S.P.)
5. Respond to your e-mail in a timely manner

Let's talk about each step one at a time.

Step 1. Answer the question: What's in it for me?

That's all your prospects really care about. And that's the very first thing they should discover, when they visit your website. They shouldn't have to guess what it is that you do and how it's going to benefit them. Tell them right up front in a big, bold headline and keep telling them throughout your website's copy.

Also, you shouldn't have anything on your website that's going to distract from your prospects focus. That means no distracting graphics, flashing banners, pop-ups, pop-unders or anything else that will negatively affect your primary goal of converting prospects into customers.

If you're using flash and other "whistles and bells," get rid of them NOW. TODAY! If you have a slow-loading webpage, speed it up. It's absolutely critical that your site be simple, clean,

quick-loading and as easy to navigate as possible--especially your order-processing page.

Step 2. Prove your credibility

Prospects visiting your website for the very first time are apt to be leery, suspicious, skeptical and apprehensive. That's why you need to put their minds at ease as quickly as possible. The best way to do that is to reveal your credentials. Talk about your background, experience and expertise. And then back it up with cold, hard indisputable and verifiable facts.

Also, use customer testimonials. How many? The more the better. I personally have about twenty on my website. Just make sure that you get your customers permission to publish them on your website. And for best results, use your customers full name, along with their website or e-mail address. This will make your customer testimonials much more believable.

If you don't already have customer testimonials, ask your customers for some. The best time to do this is immediately after you've made a sale. That's when your customers are the most excited and enthusiastic about their purchase. And if you deliver a quality service or product, customer testimonials will never be a problem.

Step 3. Provide overwhelming value, service and quality

I personally believe that you **SHOULDN'T** provide good value, service and quality. But rather, **OVERWHELMING** value, service and quality! Your customers should feel like they're getting an incredible bargain, regardless of the price. Let me give you an example of what I'm talking about.

I publish a fee-based home business newsletter and scam alert. Now there are literally tens of thousands of **FREE** newsletters available all over the Internet. Yet, my customers eagerly subscribe to my newsletter for \$39.95 a year. And when they receive my newsletter, they tell me they can't believe the amount of good, helpful information they received for the price.

Many of them tell me that they actually look forward to receiving my newsletter every Sunday morning. And here's the most dramatic evidence of overwhelming value, service and quality:

Over the last few weeks, I've had nearly a hundred people subscribe to my newsletter. And out of that total, I haven't had one single cancellation or complaint. Not one.

Provide your customers with overwhelming value, service and quality and there's no reason why you can't achieve the same level of customer satisfaction that I have.

Step 4. Develop a Unique Selling Position (U.S.P.)

Many top experts agree that one of the surest ways to success is to develop a Unique Selling Position. (U.S.P.)

So, what exactly is a U.S.P.?

A U.S.P. is a what you do differently from your competition. Or better yet, what you do that your competition doesn't do. Allow me to illustrate what I'm talking about, once again using myself as an example:

One of the features my subscribers love about my newsletter is that it includes a service in which they can send me via e-mail, an unlimited number of companies to evaluate and let them know if the home business opportunity that they're interested in is a scam and whether or not I feel that it's a

viable business opportunity.

To my knowledge, I'm the only one on the Internet who offers this type of service. That's my U.S.P. and I'm happy to say that it's working very well for me. Develop your own U.S.P. and watch the difference it'll make in your web business.

Step 5. Respond to your e-mail in a timely manner

I always make it a point to repond to my e-mail almost immediately--often within an hour or two, depending on how busy I am. But, without exception, I ALWAYS respond to my e-mail the very same day that I receive them. You should strive to do the same. Believe me, people do notice!

Til next time...

Dave Turner is a writer and entrepreneur with over twenty years of home business and marketing experience. Questions? Comments? E-mail Dave at <mailto:dave@freebizadvice.com>

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