

# Internet 101: How to Increase Your Web Sales By Up to 1700 Percent!

By Dave Turner

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Just like you have to rotate the tires on your car to get the maximum amount of mileage out of them. You also have to tweak your website copy, to get the maximum amount of sales out of it.

All things being equal, the following advice should increase your web sales, provided your website's design is up to par and you don't have any silly distractions like flash, banners or pop-ups.

I'm sure you've heard that you need to hire a professional copywriter, in order to have the most effective copy possible.

However, I don't necessarily agree with that. With this particular exercise, anyone can improve the effectiveness of his or her own copy, if they simply follow my instructions. And rest assured, you're getting sound advice, because I am a professional copywriter.

On the other hand, if you don't have the confidence to attempt to improve your copy yourself, then, by all means, do hire a professional.

I personally don't have time to write copy for other people. However, if you need me to recommend someone in that regard, please feel free to contact me and I'll point you in the right direction.

So, how can you increase your web sales by up to 1700 percent?

Believe it or not, just changing the headline and nothing else has been known to improve the effectiveness of an ad or salesletter by up to 1700 percent!

So, what makes a good headline?

Any headline that conveys a benefit to the reader is a good headline. People are inherently selfish. All any of us really want to know is, "What's in it for me"?

Answer that question each and every time, and you can't help but write good headlines!

Want to see copywriting at its absolute finest? The next time you're standing in line at the supermarket checkout counter, take the time to look at the various magazines and tabloid newspapers. Their words nearly jump off of the cover at you. Reader's Digest in particular, consistently has some of the best headlines I've ever seen!

Now before writing your headline, write down all of the benefits of your product or service, and try to incorporate your strongest benefits into your headline.

Remember, you always want to keep in mind that one simple question: "What's in it for me"?

Try to come up with at least 20 to 25 different headlines, and use the process of elimination, one headline at a time, until you're left with what you feel is the absolute best and strongest headline.

How will you know which headline is the best?

Unfortunately, you won't know until you test it. So ultimately, it's going to come down to "gut instinct."

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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