

# Create A COMPLETE Order-Pulling Website

By Grady Smith

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Profits sagging? Finding that sales are harder and harder to come by? Maybe it's time to take a hard look at how you're marketing your products and design a complete system that helps you maximize your traffic.

Here are a few suggestions for increasing your conversion and creating a complete order-pumping website:

First, you need a strong "hold no punches sales letter". Of course, you probably already knew that. But what you might not know are the essential ingredients that make for a strong letter.

You need a headline that grabs the reader, makes a promise, and builds enough curiosity for them to continue reading.

You need a strong list of benefits that detail what they get after ordering your product.

You need to tell them why they need it, and you need to give them an offer that makes them order now, using time limits for special discounts and even some bonuses to increase the value of the offer.

Second, you need to collect email address from those visiting your website. This is an often overlooked part of the process, but it's important because...

It lets you automatically follow-up with your prospects using an autoresponder service, and in time, you increase their interest by hitting their "hot buttons".

And it allows you to build a list of people that you know are interested in the type of product you're offering. Then, as you introduce new products that match this market, or you find affiliate programs with targeted offers, you can email them to your list for an added profit stream.

The secret to making this work for you is to offer a free report that your prospects really want. It should be directly revolved around your product and offer something that most would actually pay for.

By giving it away for free and targeting it to your visitor's interest you're making an impossible to ignore offer. And when done right, you can quickly obtain the email addresses from the majority of your visitors.

Finally, to complete your profit-pulling website, you can offer additional offers through use of an exit pop-up that shows prospects other targeted offers and you collect a percentage of each purchase through affiliate programs.

Do these techniques work? You bet! Here's some example from my own site...

I offer a product for \$14.97. I have a strong sales letter that converts well and turns a good percentage of my visitors into customers.

Then I have an autoresponder and free report offer that captures hundreds of email addresses each day. And by using a series of messages sent out to those getting the free report, I've been able to triple my website conversion. But that's not all...

I've also offered affiliate programs through my autoresponder series as I find them, and I also have a pop-up that offers additional offers promoted through affiliate programs.

The end result?

I'm making about \$200 clean and easy DAILY profits using all of the systems I've described in this article. And that's from one simple little website.

Just think about this...

If you have a website that offers a \$24.95 product, and you're getting about 100 visitors a day, think of how much you're going to make if your sales letter converts 1 in 50. That's \$50 profit.

Then think about if you can double that by using a strong free report offer and autoresponder series. Instantly you've created a profit stream of \$100 a day.

And then figure in the profits you can make with an exit pop up promoting other targeted products. You might be able to figure in another \$100.

So, here's your motivation to develop a system like this...

Instead of making \$25 a day, you can do what I've listed here and find that it's possible to make \$200 a day. It's all about maximizing your traffic.

Which would you prefer?

Making \$9,000 or \$70,000 a year? With the small changes I've mentioned here it's now possible to invest a little time and instantly increase your profits forever. Let that be your motivation to create your complete order-pulling website.

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