

I LOVE Your Website!

By Joann Javons

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I frequently get emails that say, "I LOVE your website!" or "I just fell in love with your website". Gee, those emails do make me happy!BLUSH

People also tell me WHY they love my website which gives me useful information. So, I'm going to give you 3 short lessons in setting up your web business based on my own research and the feedback that my customers and visitors give me.

Look at their comments and see what you learn from them:

"Your site makes me feel happy! It's one of the few sites that I have that feeling about. Very rare and special."

"It's positive and upbeat. I always smile when I visit your site."

"The colors are wonderful. Bright, cheery, happy, great design!"

If you silently say to yourself that you're beginning to see a pattern here, that'll help me out.

Because the truth is the design of your website is essential to your success. It should reflect your business and so should the colors. Both the colors and design create a distinct communication message to your visitors. The message is visual: it evokes feelings. That's lesson #1 for setting up your web business.

On to lesson #2:

"Your site makes me feel like you're talking to me personally."

"It's warm and personal. I feel like I know the person behind this site."

"Your examples are personal and so is your style of writing. I really like it."

Starting to see a pattern again? The text at your site needs to be written as if you're talking to one person, not a multitude. Words have tremendous power. Especially online because we don't hear the sound of the voice or see body language but we do pick up tone from the way the sentences are created. So, how you write your text says everything. It must feel personal to the visitor. That's rule #2 for setting up your web business.

On to lesson #3 (Bet you've never been through a web business class so fast but I can tell you're a fast learner):

"I really appreciate what you're doing. Not enough people stop to express their appreciation for those they love and care about."

"You're doing wonderful work. Enriching, inspiring, creative and we all need more of this!"

"I wish I had talent like yours. I love the poem you did for me! Keep up the wonderful work!"

Okay, we're at the last pattern that's emerging: the work you do. You must have PASSION for it. Without that, how can you create your best product or service for your customers? To say nothing of the very long hours that you, as a web business owner, will work. Believe me, you'll work more hours than you did at that 9 to 5 job you had.

But it's worth it when you have PASSION for what you do!

I could never, ever set up a web business that sold washers and dryers online. Very boring to me. Or, one that sold automobile parts. Even more boring to me. But make no mistake, automobile parts and appliances are big, big businesses.

But PASSION for your business is what will keep you going. Both of my businesses, <http://www.peoplepoems.com> and <http://www.private-practice-marketing.com> are related to things I LOVE and KNOW. And that's equally important: that you know a whole lot about what you're doing. So that's lesson #3: Passion for and Knowledge of your business.

So, there are your 3 quick lessons in setting up your web business. Short, to be sure, but you can find in-depth information at countless sources online.

And if you're not sure what your passions are, get my free "Goals For Life Planning" process right on the homepage of <http://www.peoplepoems.com> or subscribe to "Just For You" on the homepage too...I'm very passionate about it!

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