

Mastering the Internet's Two Sales Methods - part 3

By Joe Bingham

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In parts 1 and 2 of this series, we discussed the two methods of making sales on the Internet, Instant Excitement, and Earned Association.

Now, the real question is this: How do we Integrate them both on the same sales site?

First, realize that we are talking about a SALES site here. This site is strictly created to make the sale. It is not an information site, and should not be treated as such. The only information it offers is strictly related to the product or service it is intended to sell.

To integrate the two sales methods is simple. Construct the page initially with the intent of soliciting an Instant Excitement sale. Briefly describe what you are selling, and put in a link to order. Next, describe the benefits and uses of what you are selling, and put in a link to order. Then more fully describe all benefits and uses of what you are selling and put in a link to order. That creates the Instant Excitement sales page.

After that is created, go back through and look for points of interest or specific categories of benefits or uses. Ask yourself, what further information you could give for these categories. Then, create another page or pop-up window that offers that further information for each subject. Make links off of keywords fitting each subject, and also create links to each of these secondary pages on the menu at the top of the page.

The goal here is to give the searching visitor more places to go for more information, without leading away from the main objective -- the order page.

Another commonly used way of providing further information is the FAQ or Frequently Asked Questions page. Use a question

format to further explain how your service or product works. Base these questions off of actual user feedback as well.

One more highly recommended method of keeping interest in your site is the Auto Responder. Offer an auto responder link to give people a way to request more information by email. Sometimes, visitors may be interested, but in a hurry, or short of cash, or just not in the mood to read at the time. By placing an auto responder link at the top and bottom of the page, you may get visitors to request the information, and be able to follow up with them even after they leave the site.

Notice, however, that all of these links to extra information still relate strictly to the product or service you are trying to sell. Each of these other pages, or auto responder letters, should still link back directly to the sales site, and the order link. Always direct all information to the order link. Give people the benefits of your product or service, and then show them how to get it.

Offering an ezine subscription related to your business, is the only non-strictly related link that should be allowed on your sales site. This will still allow you to keep in touch with your potential customers and further promote your business.

You may at times choose to link to other sites that have content that confirms the information you are giving at your own site. This may be acceptable if the other site does indeed confirm the benefits of what you are selling, and does NOT offer the same or similar product or service that you are selling.

If you choose to do this, link directly to the page you want visitors to see, and be sure to relate how they will want or need to come back after view this other site. Even then, however, you are taking a chance by allowing them to leave your own site. It would be better to just quote the same information and place it on your own site if possible.

Integration of the two sales methods, Instant Excitement and Earned Association, will give you a complete sales site that will appeal to all types of visitors and their own individual ways of looking at things.

Completing this step will put you much further on the road to Internet Marketing success.

Written by Joe Bingham, editor of the NetPlay Newsletters.
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