

Mastering the Internet's Two Sales Methods

By Joe Bingham

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There are only two ways to sell things on the Internet.

Plain and Simple.

There may be a dozen different ways of marketing them, but when it boils down to making the actual sales, there are just these two.

Instant Excitement and Earned Association.

Fortunately, with the right plan, they can be integrated.

Method # 1 -- Instant Excitement.

This is, in a way, the heart and soul of the Internet. This is the 'quick profits' method that fires people up so much.

Instant Excitement sales are the result of direct sales copy with the single intention of soliciting a sale. Visitors to a site using this method should be guided to a feeling of, "Wow! I'm lucky to have found this product, opportunity, or service!"

Sales copy for this method should be done with a 'Buy Here and Buy Now!' attitude. Everything should direct the reader to the order button, and there should be no other destinations offered. I repeat, NO Other Destinations Offered.

This is not a place for banner ads, or links to your other businesses. The visitor should not have to follow a maze to get to the order page. It should be a single, clearly visible, straight shot. (Notable exceptions discussed later).

There should be at least three links to the order page within the sales copy of an Instant Excitement web site or letter.

The first link should be located as near to the top as possible.

This is designed to catch the fast paced mover and repeat visitor who need little persuasion, but are lost if they have to go looking for the order button.

The second link to order should be after a brief overview of the product. This works for those that are immediately interested after the overview, but who don't want to wade through the entire document.

The third link to order is placed after the full explanation of the product or program, offering a convenient one click to the order page for those who have read the entire document. A 'back to top' button is acceptable here for those who wish to review the basics before ordering. However, there is still no link to leave the page.

Another crucial element for an Instant Excitement sale is the ability to accept credit cards. There must be an option for immediate payment. A Paypal link is a great second option, but cannot replace the ability for direct credit card charges.

Instant Excitement can wear off, so there is no room for distractions. Distractions equal lost sales.

Simply put...

Tell the reader what you're selling, put in an order link.
Briefly describe the benefits and uses, put in an order link.
Fully explain the product or program, and put in an order link.

Using the Instant Excitement Method, however, should NOT exclude sound business principles. There is no room for dishonesty, false claims, or a "hit and run, sell 'em and dump 'em" attitude.

The excitement for your business should be based on a realistic, desirable product, service, or opportunity. Part of the excitement in the sales copy should include things like extra benefits, additional items, a refund guarantee, and support services.

Just because you are seeking an Instant sale based on a moment of excitement, doesn't mean you won't have to follow through and follow up with what you have sold them.

The best part of Instant Excitement for the buyer is receiving an instantly deliverable product. Offer e-books for immediate download. Grant instant access to the 'members only' part of the program's site. If it's a case where physical goods need to be shipped, send them an immediate confirmation email to let them know the order is on it's way.

Customer service is still an integral part of any good business.

Demand this in any affiliate program you join as well.

In Part Two of "Mastering the Internet's Two Sales Methods", we'll talk about Earned Association and how it increases sales, works directly with Instant Excitement, and raises the credibility of your business.

Written by Joe Bingham, editor of the NetPlay Newsletters.
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