

# Attract Product Buyers--Create your Home Page With Marketing

## Pizzazz

By Judy Cullins

Attract Product Buyers--Create your Home Page With Marketing Pizzazz

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Marketing Pizzazz

Your home page needs to grab your visitors by the collar--persuade and engage them.

You have the power to gain your visitors loyalty, to book mark your site, and eventually, to buy your products if you write irresistible, streamlined copy that engrosses them all the way to your order pages.

Here's a rough draft of my new home page:

Part One. Start with an intriguing headline that is benefit-oriented that will lead your visitor to your products.

Sample: I wrote "Want a Quick and Simple Way to Quadruple your Web Sales within Four Months?" when they clicked the link it took them directly to my success story, somewhat like a sales letter.

After reading the success story I provided a link that took them to the products page where a popup gave them more benefits on my new eBook \_Ten Non-techie Ways to Market Your Book Online\_.

Sample: For my book coaching services I opened with this headline "Let the Book Coach Make your Book Dream a Reality." This link takes my visitor directly to my coaching services information and why I'm the coach for them.

Instead of just listing your book title, try a benefit-driven statement like this: Discover the hidden truths about getting your

salable book written, finished, published and marketed. Learn the "fast-forward" way. Here, I added a link saying "click here" to take my visitors to [\\_Write your eBook or Other Short Book&#8212;Fast!\\_](#) where multiple benefits pop up with ordering information.

Part Two. Add who you are and what you can do for your visitors, but make it short. Nothing turns a visitor off more than long bio copy. They don't care about you, they care about what problems you can solve for them. They especially love free information.

Sample: The Book Coach can answer your questions, and make your book dream a reality. Judy Cullins, M.A. offers her 20 years as an author, publisher and marketer of over 40 books and special reports--all in short, easy-to-read, formats, with lively teleclasses and phone coaching..

Part Three. Add some specific benefits with a personal approach:

Sample: I can help you answer questions about your book.

- What are the first steps to writing a great selling book?
- Will my book attract my desired audience?
- Do my potential buyers know they need my book and it's worth the money?
- Will my books sell enough copies for my satisfaction?
- How should I publish my book?
- Now that it's written, how can I best promote my book?

Part Four. Add a WOW testimonial.

Sample: "Save yourself from headaches, disappointments, and money down the drain. Read Write Your eBook or Other Short Book-Fast! before you write another word. Judy puts you on the fastest track to publishing success."

Marcia Reynolds, M. A., M.Ed.

Past president of the International Coach Federation

Author of How to Outsmart Your Brain

<http://www.covisioner.com>

Part Five. Use a Testimonial or Give Away Free eBooks for your Ezine.

Your visitors will also say, "Who cares?" For you to convince them they must have your ezine, add a testimonial from a well known expert in your field. An even better idea that boosts my subscribers to 25 a day is to include a free eBook or report.

Sample: Dan Poynter's testimonial below:

"Chock full of nuts and bolts on book writing, publishing, and marketing. Definitely worth your time."

Offer Free report if people subscribe to your ezine.

Sample:

Send an email to [Subscribe@bookcoaching.com](mailto:Subscribe@bookcoaching.com)  
The Book Coach Says... includes 2 free eReports

Put some passion into your headings--give visitors a reason to subscribe. Offer a free eSpecial Report to new subscribers.

On each page list the copyright and other important contact information at the page's bottom.

Just think--the more pizzazz, the more visitors will return to your site to surf, get free information, and buy your services and products.

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