

Revised: Drive People to Your Site to Buy Your Products

By Judy Cullins

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Bring those visitors back for more, applauding you and saying BRAVO! They will create a buzz about your great site, and send you many more visitors through word of mouth. These visitors are your personal marketing force.

If you are a non-techie like me, you may not have heard of what a "sticky" Web site is (it is the stuff that lures visitors back again and again). But we do know we want that!

Forget getting to the top of the search engines. Let your Webmaster do that. Instead, try out some of these low-maintenance ways to bring 'em back to your Web site for more.

1. Upload new, original, and useful content often. Do not think of your Web site as a virtual brochure. Avoid blatant ads such as banners, which turn visitors off. Give them information only they can't find anywhere else—and give it free. People want and need how to's, especially.

Always think benefits when you post some new article. Helping your visitors get what they want will bring their trust and respect as an expert, and eventually, bring you profit from your book, other products, or service.

2. Update your Web site content regularly and often, perhaps daily or weekly. If someone visits your site and finds nothing new, they will disappear into cyberspace and spend their time on other sites.

If you don't want to write articles, copy and paste other people's articles or tips from their ezines or Web sites with their permission, of course. Keep the pieces under 1200 words. Common lengths are anywhere from 75-1000 words. You can

include a tip list, past feature articles from your ezine, an excerpt from your book, poetry, a heart-felt story, or a character sketch from your fiction book.

3. Publish your own ezine. Make it short and sweet. Start with a monthly, then see if you can do it bi-weekly. If you don't stay in regular touch with your possible buyers, they will forget you and your book's message.

People want to know you better, so they can trust you and think of you as an expert in your field. Your free information, tips and resources will keep them as subscribers. If they like your eMag, they will recommend it to others. The opt-in eNewsletter tops all other ways to drive traffic to your site, and it can be mass mailed free, too. Check out www.topica.com.

4. Include a recommending service on your site. Your repeat visitors create new traffic. Check out www.Recommend-It.com. It's free, fast, and versatile. Each time someone recommends your site, they are entered in a contest to win a Palm V reading device and a chance to win \$10,000.

5. Host a forum on your site where people can interact fully and you can share your knowledge and offer suggestions. It's a great way to help others and get these people visiting your site often because they want to know you as a real person. Without a chance to interact with you people lose interest.

Allow your visitors to post a message or reply to other messages. They will check back every few days for new messages or replies. To find these services, do a search on "free webmaster resources." Two specific ones:

<http://www.delphi.com> and <http://www.evryone.net>. Check out this discussion group <http://www.ablake.net/forum/>

6. Remind your visitors to bookmark your site. Tell them you update material every day or week. If you omit this, you pass up a great opportunity to lure repeat, loyal visitors. You want more visitors, and you want them to spend a lot of time on your site. The more time they spend on your site, the more likely they will check out your products or services pages.

The biggest complaint from clients is that they get hits, but not enough sales. When you follow the above tips, you'll be much more likely to succeed at increased sales.

7. Serialize some of your content. If visitors get it all in one visit, what's to keep them coming back? Put one part of an article, special report, or excerpt from your book on your site each week or so. Let people know this through your eMagazine.

8. Post a monthly special only for your Web visitors. Call it "Discount of the month," or "Freebie of the month." Without

incentives your audience will go elsewhere. Go to your files now, and see what you can use. This fabulous technique has worked well for the author.

9. Enjoy the journey. Each day, you can learn something that will make your Web site more real, more YOU. Let your passion show! Add some personal information such as the personal column. "The Coach's Corner" is a new column in the ezine, "The Book Coach Says." It mentions personal writing and marketing set backs, boo boos, along with a tip or so. Put personal messages on your site too.

10. Allow everything you do on the Net to be easy and fun. If you don't love to create ad copy, or if you don't like the technical side, delegate it to someone who loves it. Do what you do best and hire the rest. It's far smarter to eliminate all struggle from your adventure, so you will shine at what you do.

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Helps entrepreneurs manifest their book and web dreams
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