

Transform your Home Page to Pull Sales with Passion Copywriting

By Judy Cullins

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If you are like many professionals, you know your subject, you are an expert in your field. You are even passionate about it! What you may not know is how to tell people about your services and products to get them to buy.

Your home page needs passion. You have only 10 seconds or so to impress your visitor. Make sure you don't have long paragraphs of bio or description of your mission, service, or book. Visitors, who really are potential clients or customers, want to know what's in it for them. Make every word count.

Place the most important messages in the top half of your Web home page.

"How to Transform your Home Page to Pull Sales With Passion Copywriting"

1. Prepare a list of benefits for each product or service. Some of the top benefits are making money, saving money, creating loving relationships, saving time, disappointment--anything that solves the person's particular problem. Be sure to survey your friends and associates, ask them to vote on which phrases compel them to buy. Ask them to add words or phrases that would convince them. Benefits sell.

2. Prepare a list of features. These describe your products and services. They are the parts of your book such as charts, tips and how-to's. These are the ways you can help your clients such as phone coaching or teleclasses.

Choose the best five benefits and features. Combine them. For example: "Seven Ways/Steps to Quadruple your Online

Sales Within Four Months." The ways or steps are the feature, the specific benefit is "quadruple sales within four months."

2.. Include a benefit-driven headline for each product or service.

Remember, your visitors are thinking, "So, what? Why should I buy this?" They are easily distracted, so you need to grab them by the collar with your headline. Your dazzling headline can include a specific benefit, can ask a question, or make an outrageous claim you can prove. Remember to speak to your audience's problem or challenge and give them a reason to buy.

Sample headlines: "Imagine Yourself a Published Author in Just One Month!" or "Enjoy Leap Out of Bed Energy" or "Make Decisions with Confidence and Ease."

If you have a product you want to sell, place that headline at the very top--even above your opening question or statement.

You can even use a testimonial as your headline. The whole phrase can be the link to your product.

Include another headline for your service. If it's coaching or consulting try something like this, "Let the Book Coach Make Your Book Dream a Reality," or "Pull Ongoing, Lifetime Profits by Marketing Your Products with Online Promotion."

If you want to boost subscribers to your ezine, first give it a catchy name. Then put a short testimonial from an expert in the field near the place to subscribe. Another proven technique is to include an offer of a free report with each subscription. Potential customers come to your site for free information, not to buy your product. Be patient with this process because after your visitors know and trust you, they are be likely to buy.

Be sure to add a notice: "Please bookmark this site, we upload new material every two weeks." Or, "If you like this Web site, send this page to a friend or associate." Of course, have your Web master include the correct links.

3. Include a short piece about yourself--maybe three or four lines. Web visitors don't care about you. They want to know what you can do for them.

4. Include 3-5 questions you think your potential buyer has and that you have the answers for. Offer a link to your service page.

Wondering what these benefit statements (links) connect to? Your award-winning, "what's in it for me" sales letter of course, but that's another article.

Think passion and benefits when you revise your Web home page. Make sure it's fast loading and easy to read. Get feedback

from others to make sure your Web home page gives what your potential customers want.

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