

Want a Web Site that Turns Lookie Loos into Buyers? Use the "Passion Approach."

By Judy Cullins

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Web Site Blues?

Need one, don't know where to start?

Got one, but aren't getting enough sales?

If you need a Web site soon you may be wondering where to start and who to trust. All Web masters are not equal. Some do not know the marketing language—what I call "The Passion Approach." You may need to start with a coach who helps you pre-plan, create sales-pulling headlines, write your sales letter, and how to connect them so all information leads to sales on your order page.

If you already have a Web page, I'm sure you put your heart and soul into it, even paid someone big money to put it up for you. Yet, if your home page's copy speaks lackluster, then you may be ready for a makeover. You may have submitted to the search engines without receiving targeted hits and buyers either.

You only have 10 seconds to impress your "to be" buyer. Apply these "passion approaches" for your refreshed home page:

1. Write dazzling home-page copy that grabs your visitors by the collar.

Persuade them through benefit-driven headline. Just listing your book, product, service, or ezine falls flat every time. Write copy that compels your visitors to buy whatever it is you want to sell.

On my home page I have this statement at the very top to lead visitors to my success story (sales letter) and the product Write

Your eBook or Other Short Book—Fast!: "Design every part of your book to make it a great seller." I include a "click here" immediately following.

For my Ten Non-techie Ways to Market Your Book Online eBook, I use this benefit-driven headline: "Want a quick and simple way to double, even quadruple your online book sales within two months?" I include a "click here" that takes them to the sales letter. This headline is indeed conservative, because my sales more than quadrupled: they actually jumped 30 times in five months. At the bottom of the letter I provide a link that says "Order Now" that takes them to the products page. They may trust me enough at this point to order. If they still aren't convinced to buy I offer a popup that gives benefits and testimonials.

2. Get Testimonials from the Rich and Famous—To Catapult your Sales.

Without these endorsements, people will wonder about the value of your products. Another ho-hum because you didn't give them a reason to buy. They trust other professionals who have taken the time to laud your product or service. On my homepage, I even include coaching testimonials, web page testimonials, article testimonials, and ezine testimonials.

Dan Poynter, guru of self-publishing says this about my free monthly ezine called The Book Coach Says: "This ezine is chock full of useful information - totally worth your time."

Marcia Reynolds, past president of the International Coach Federation and author of How to Outsmart Your Brain and Capture The Rapture says this about my eBook:

"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."

Dan Poynter and Bob Goodman, Book designer and president of the San Diego Publishers Alliance says this about Ten Non-techie Ways to Market Your Book Online:

"Ten Non-techie Ways to Market Your Book Online by Book Coach Judy Cullins is chock full of tips, tools, and Online resources (alone worth the price of the book). Follow Judy's success system for writing and submitting articles to opt-in ezines, and creating your own ezine aimed at a targeted audience to win sales by building credibility, trust and continual contact."

--Dan Poynter, author of The Self-Publishing Manual
<http://ParaPub.com>

"This is a remarkable little book, full of proven techniques, great

suggestions, and useful references. Judy has put together what deserves to be one of the basic resources for the industry. The best part is that you can read the whole thing and be well on your way to making it work in the time it would take you to get 2 or 3 chapters through someone else's book. I really like this book."

Robert Goodman
rg@Silvercat.com
San Diego, California

"Written and printed communication and publishing services"

How many testimonials do you need? You need one for your ezine, one for your product, and one for your service. Then, sprinkle them throughout your other pages.

Remember, if you want to sell something on your Web site, you must have a clear purpose, include headlines with marketing pizzazz, a compelling sales letter or story, and testimonials that pull sales.

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Judy Cullins: author, publisher, book coach
Helps professionals manifest their book dream.
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