

3 Steps to Success

By Kristy A. Taylor

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Over the years I have visited numerous web sites, probably thousands upon thousands, and I am still amazed that people are not implementing the simplest of all marketing steps.

These three steps are continuously being ignored by many 'Netpreneurs' and I dare say that many must be wondering why they are not yet 'overnight millionaires'!

Not only are these steps easy to implement, they are also a simple case of 'common sense'. I will not buy something from a site if the so called 'business man/woman' is incapable of even providing the basic of all details; such as:

1. a semi-attractive site would be nice - no I don't want 50 million graphics popping out at me, but I would like to be able to at least follow the context of the site. Is the site about this particular product or service, or is it about Tom, Dick and Harry's fifty million affiliate links and banners? Does it really need that ugly font scribbled in uneven columns, with overlapping graphics? Big Turn Off!! A simple menu tree down one side (or across the top can work well), and clear, uncluttered text. Scrolling backgrounds are annoying, as are fluoro fonts.
2. I'm not going to buy your product if I can only see a 'name', a brief outline of what it does and a purchase link. I want to know why I should, no, not should, have to... no, NEED to buy this particular product. You need to tell me how this product is going to help me, WHY it will help and give me a hand with making my decision to buy.
3. I really, really want to buy your product, but... I don't have

a credit card (or maybe I don't like using my card on the Net because I don't feel secure). I would really prefer to send you a cheque but I can't find a printable or downloadable order form. Never mind, I'll try somewhere else. (LOST SALE!!) N.B. If you are running an affiliate program from your site through one of the credit card processing companies, make sure you let your affiliates know that they will only earn a commission through the credit card sales link.

Three steps; are these steps leading you up the success ladder, or have you gotten yourself stuck in a rung?

===== About the Author =====

Kristy A. Taylor is the publishing Editor of Digital Dollars Ezine, dedicated to helping others earn their share of digital dollars. To subscribe to this free e-zine and receive free subscriber ads and products, send a blank e-mail to: <mailto:subscribe-art@digitaldollars.biz> or visit <http://www.digitaldollars.biz>

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