

Make It Simple: The Power of "How-To"

By Robert Brents

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I think that one of the big mistakes on-line businesses make is assuming that their customers are already experts about e-commerce and the Internet. A lot of websites out there are hard to navigate, or are filled with so many "buzzwords" and technical terms that you have to be an Internet guru just to understand them.

The fact is, a lot of customers, especially those looking for business opportunities, are relatively new to the Internet. They aren't just looking for a way to make profits -- they are also looking for help.

That's where your e-business can (and should) distinguish itself. If you can be that helping hand that guides and enlightens your customers, they will be forever grateful. This of course, leads to a loyal and enthusiastic customer base -- something we all want!

Becoming that "helping hand" is pretty simple. The first thing you have to do is put yourself in the place of your customers. Look at your website or your sales copy. Would it make sense to someone who isn't an Internet or e-commerce veteran? If not, then you might want to revise it to make it simpler.

If your program or offer is especially technical or complicated, you might want to consider adding a "how-to" page that will show your new customers how to take advantage of your offer, step-by-step. This will go a long way in reducing the number of customers who "walk away" just because they don't know what to do next.

Offering "How-To" information can also go a long way in building your credibility. If you can provide good, simple information that helps people understand the Internet and succeed at e-commerce, you will gain a great reputation. This kind of credibility can be a bigger seller for you than the best classified ad or sales letter.

All in all, the thing to remember is that, even though it isn't face-to-face, Internet businesses should still be service-oriented. The best service you can provide your clients, especially the new ones, is good information that they can take with them.

Author Robert Brents is an expert at creating "How-To" manuals for businesses and individuals. In

his latest release, "How You Can Write, Publish, Market and Promote Profitable How-To Manuals," he shares his secrets, so that you can create your own great manuals. For more information on this valuable resource, visit <http://www.profitable-how-to-manuals.com> . Robert can be reached at <mailto:robertbrents@profitable-how-to-manuals.com>

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