

# How To Build Trust and Sell More Products!

By Stephen Pierce

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Stephen Pierce  
spierce@the-whole-truth.com

The Truth About Internet Marketing <http://www.the-whole-truth.com>

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<http://www.the-whole-truth.com>

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If the headline is what gets them there, then it's the \*proof\* that keeps them there. Follow closely...

- == A powerful headline is 10% what you say and 90% what you prove.
- == Headlines can simultaneously create curiosity and skepticism.
- == Until proven otherwise, your headline is an empty promise.

It's important that you fully understand that the tidal wave of lies and deceit online have created a gap between you and your target market.

Bridge that gap with TRUST!

- == Build trust by quickly and immediately proving your headline.
- == Proof creates trust.
- == Trust eliminates skepticism.
- == Trust transforms the curious visitor into a customer for life.

The ultimate headline that can make you rich is the compelling headline supported by jury convicting undeniable proof that YOU yourself did what the headlines promises.

This proof can eliminate all reasonable doubt.

Draw your visitors in with your headline, blow their socks off with the proof.

Prove the headline to be actual, factual and true and watch your cash flow explode into a magnificent mushroom cloud of profits.

Slick words do not build trust, they fuel skepticism.

== Proof makes your website read differently.

== Same words, but a different frame of mind.

Instead of a fast talking slick internet pitchman, PROOF transforms your website and words into a copywriting masterpiece where the visitor feels that you know what you are talking about.

That feeling can more quickly and easily move customers to your order page resulting in higher sales for you and a satisfying purchase for your visitors.

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Stephen Pierce has been online marketing investment services since 1998. Join his FREE "One-Minute!" Marketing Letter <http://www.the-whole-truth.com/oneminute.html> to get your hands on some real world "insider" marketing tips.

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