SiteSell.com

The Simple Art of e-Persuasion...

The Netwriting Masters Course

Want to sell more? Write better.

by Ken Evoy

1. Introduction

The Netwriting Masters Course, written by **Ken Evoy, President of SiteSell.com,** is an intensive course on writing high value content that builds targeted traffic, PREsells effectively, makes the sale, and builds a successful online business.

SiteSell.com, is a leader in Net marketing products that work. Their flagship product, **Site Build It!**, is considered a "quantum leap" product that puts the power of the Net into the average, non-tech-savvy small business person who may not "know tech"... but knows his/her business **(http://buildit.sitesell.com/).**

Just starting your own small business? Want to develop a second income stream by selling your e-book? Perhaps you are an established affiliate of several programs? It doesn't matter. Everyone shares the same goal with their online ventures...

… **to maximize profits.**

Whether you have minimal or extensive Net experience, you will profit from the information provided in this Course. This course is designed and written for **everyone**. Please feel free to share it with family, friends or colleagues -- anyone you know who wants to "do" business on the Net.

The Netwriting Masters Course is a "work-at-your-own-pace" course. Some of you will be able to devote large blocks of time to it. Others may only have 15-30 minutes per day to spend on it. Either way, it does not matter how long it takes you to complete the course. Set aside a certain amount of time per day to follow this course and to do your homework. You'll find it was time well, no best, spent as you refine your Netwriting skills and become a successful e-persuader.

There are a couple of small housekeeping detail to highlight before you move to the next chapter. First on the list…

Print out the course, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa.   This is serious – writing well is important.   Go for best learning results -- get comfortable. ☺

Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper.   It saves you paper, space, and money...

http://www.fineprint.com/

The material in **The Netwriting Masters Course** is extensive in scope. It will require some effort and commitment on your part, as does anything important that yields rewards. Just take the time needed to digest the information properly before you start writing. Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know "why" things work the way they do.

So let's start the ball rolling with two critical "why" questions…

1) Why do 97-98% of Web sites fail to thrive… or worse die?

2) Why are the 2-3% remaining sites so successful at generating traffic and income?

2.   Join the 2% Who Succeed

Pull the string, and it will follow wherever
you wish. Push it, and it will go nowhere at all.
-- Dwight D. Eisenhower

The key to success on the Net for the small business owner is to master an in-demand **niche**. With a niche-focused business, your competition will be lower and it will be easier for targeted, interested visitors to find your Web site.

And "visitors" equals "traffic"… the lifeblood of any business.

In the offline world, traffic is relatively easy to achieve – it's all about **"location, location, location."** For example, an attractive, nicely merchandised store in a mall or on a busy shopping street usually means instant traffic -- and sales, of course!

However, in the online world, no one just happens to walk past, see your product or service and enter. Surfers on the Net are not looking for you or your business. **People search for information, for solutions.** After all, if they knew you existed, they would not be searching. They would already be customers.

Online, you must generate your own traffic to be successful. Your primary task -- well before you make your first sale or contract to a customer (often well before that person is even aware that s/he is shopping!) -- is to provide the **information** (i.e., **high value content**) that people are searching for, in a way that the Search Engines like.

If you do that…

A higher search ranking at the engines makes your site easier to find. Your quality content (your words!) builds credibility in the minds of your visitors and converts them into warm **PREsold** customers. From there, you can easily get that click through to your monetization model (i.e., how you generate income). That could be your order page for your product, or your merchant's site that you represent as an affiliate, or your contact form for hiring details, or Google's Adsense program, etc.

This is what an effective **Theme-Based Content Site** is all about!

Take-home lesson?

Make the critical offline-to-online mind shift and you will join the 2% of small business owners who succeed on the Net.   Focus on…

"**Information, information, information."**

By building a Theme-Based Content Site, you will be growing your clientele (i.e., targeted traffic) from the ground up. Owning your traffic is essential to your longevity on the Net because…

If you **don't own** your traffic, **you don't own your business.**

An effective Theme-Based Content Site will be searched-and-found by prospective customers -- a number that will increase steadily as your site gains in reputation and relevance at the Search Engines. Simply put, you will be building a site **that works for you,** not the other way around!

So how do you build a site that works? It all boils down to this do-able process…

1) Develop a valuable **product or service** -- your own creation or someone else's!

2) Develop **your own site** in the niche that you know and love.

3) Fill that site with **high-value content**.

4) Use that **content** to attract your own **niche-targeted traffic**.

5) Build trust and credibility with your visitors.

6) Use content to **PREsell** your targeted visitors. And...

7) Convert that **PREsold,** warm, willing-to-buy traffic into **sales or contracts.**

8) Diversify your revenue plan to include other monetization options (ex., Google's AdSense, affiliate income, services, etc), all related to your site's theme-based content. This diversification will help you grow a stable business that you **own,** one with true equity.

The process is simple, straightforward and easy once you shift your thinking to…

"**Information first…** income generation, second."

There are simply no other variables to blindside your goal. If you "do" each step of the process correctly, your Net venture will prosper.   No, it **must** prosper.   But, here's the catch...

You have to succeed at **all** steps. And the good news is that anyone **can** succeed if they combine motivation, the right process and tools **(Site Build It! has everything you need)** and a little hard work.

So why then do 98% of online businesses fail? Sadly, their owners started with and continued to follow the wrong process…

1) Create a product/service.

2) Create site to sell a product/service.

3) Add payment and fulfillment solutions.

4) Die due to lack of traffic.

 Most small businesses fail because they skip several important steps. They prepare to sell and collect money, before they have provided what their visitors are searching for -- **information.** How disappointing! This type of result is completely avoidable.

Take a minute and do a quick comparison of the "success" process and the "failure" process…

As you can see, the first step about product development is similar. After all, a poor product will not sell on the Net (or at least not for very long). And some products are just not cut out for the Web. Even a great content Web site will not change these two stark realities.

However, there is one big difference to note... successful online small business owners realize that product/service development is really an **extension** (or "the logical next step") to developing a Theme-Based Content Site.

The other steps, as you can see, are radically different… as are the results.

SIDEBAR

The right tools are just as important as the right process. **Site Build It! (SBI!)** provides both in an innovative, completely integrated system! It has all the necessary site-building-and marketing tools (all in one) and a clearly written Action Guide, along with guru-in-your-ear online help, that outlines the process in step-by-step detail.

No matter what type of online business you have (or are developing), **Site Build It!** will lead you down the road to success not failure. Learn how **SBI!** can help you grow your particular business, by finding your specific business type at…

 http://find.sitesell.com/

It all boils down to this...

The 2% that succeed on the Net build targeted, interested traffic by providing the type of high value content that their visitors are searching for and that the Search Engines like. These smart business owners PREsell ("warm up" their visitors) through excellent content about a profitable niche/theme related to the concept of their product or service (or the ones they represent). As a result, these PREsold visitors are more open to their sales offers and convert more quickly into enthusiastic customers.

The 98% that fail build a Web site to sell and somehow figure that traffic will just show up and that these visitors will be willing to buy or hire immediately. Wrong thinking… wrong process!

The **Netwriting Masters Course** is not able to discuss the whole "success" process in detail. The primary job of the Course is to show you how to write content that PREsells ("warms up" your visitors) and then converts your visitors into customers. "Content" covers **all** your online words, including e-mails, autoresponders, newsletters, ads -- basically, every point at which you communicate with your target market.

Before you start, however, it's critical for you to understand and believe the following...

Effective Netwriting is something that anyone can accomplish…

PREsell. Then, and only then, sell.

Formal writing training is not necessary.   You just need an easy-to-follow method and a few proven tools and strategies that work.

Building your online business by writing valuable content is nothing magical or complicated. It does not require a special genetic gift… it's about providing the information your visitors are looking for. It's not about cutting-edge design, flashy graphics, bells and whistles.

Relevant content attracts and persuades. The right words will turn a visitor into a customer. Great content persuades them that your product or service (or those that you represent) is exactly what they need -- so they buy it.   The wrong words, on the other hand, drive those surfers to your competitor, never to return!

Anyone, regardless of who they are, where they live, what they do, can be empowered to use the Internet to leverage their income-building potential -- whether it is to build an e-business, grow an existing offline business, or create a secondary income stream. **You just need the right words, the right process and the right tools, at an affordable price, to succeed.**

So far, we introduced "PREselling." Now, let's shift gears to sales copy… writing to sell.

The key to successful sales copy is more than stringing a few "power words" together, like this...

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"Now, for a limited time only   If you act before you take another breathe
blah, blah."
```

Sorry, there's no magic formula that will bring you amazing results. There's something better, though. And here's the flip side of hype, which we also see so frequently...

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"The Techno-Bauble is the result of 2 years of intensive research into
dynamoptic research into the paradigm shift of the..."
```

Yawn, yawn, yawn. Click. You lost them.

Doesn't anyone know how to **persuade** the way we do it in real life? We persuade our spouses, friends, customers on a daily basis.

Simple, straightforward communication... with no hype.

Your words have to attract, appeal and guide your reader-cum-customer smoothly and carefully to your source of income generation (i.e., how you make money). Nothing more…nothing less than that.

You can't come "close" or "just about make it." "Close," as you know, only counts in grenades, horseshoes, and dancing. You have to **make** the sale or contract. Yes, even if you're selling grenades, horseshoes, or dancing lessons.

In the upcoming Chapters, you will learn how to make your Web site's content become your #1 salesperson... the smiling virtual body behind the counter or stationed in the aisle.

There is no secret to writing good content that PREsells persuasively and creates an "open-to-buy/hire" attitude in your visitors. If you...

• really know your product or service (or the one you represent)

• understand the difference between **PREselling** and **selling**

• feel passionate about your business

• and are motivated to succeed

... you can write great theme-based content that will lead a PREsold visitor to a sale or contract. No "literary genius" is required.

The Netwriting Masters Course will help you fine-tune your natural-born persuasiveness online, by mixing in some standard offline copywriting techniques and some new e-techniques. You don't need special creative writing classes.

Elad Shippony is an inspiring example. He too started with **The Netwriting Masters Course.** Now he has a successful online business and he is able to pursue a life-long dream. Let Elad tell you his exciting story in his own words…

http://buildit.sitesell.com/case-studies/infopreneur.html

Yes you really can, and will, rivet your readers to their screens and pull them cleanly through your site, right to your sales page (or your particular income-producing source) where you close the deal... a seamless and painless process to the end.

One small warning...

To be a good e-persuader/Net writer, you have to be willing to make the effort.

There is no magic wand or instant formula. It's a wonderful feeling when you see the power of **your** content as it persuades and builds income.

Electrifying!

Ready to begin?

Sound the bell… Class is in session!

3. The Winning Formula…

The truth is, there is no magic secret to online success… just a winning formula. Drum roll, please!…

The winning formula for your business is built upon on this essential "foundation strategy"…

Deliver valuable theme-based content on your Web site.

Quality theme-based content builds **interested targeted traffic,** by providing information that your visitors are searching for and tasty content to **delight the all important Search Engines.** Yes, you must write to appeal to the engines as well. After all, they are how most people find anything on the Net.

Simply put, your Web site must be a **Win-Win-Win** proposition for all parties...

1) Your visitor

2) The Search Engines

3) You!

Surfers are looking for information and solutions. But they usually don't know exactly who or what can provide it. So they rely on Search Engines to source possibilities that are worth their effort to visit. It's through the Search Engines (SEs) that you need to reach your visitors.

Search Engines use computer programs called spiders to go out and bring your site back to its home (ex., the Search Engine's database). Another program (called an algorithm) decides whether your site or some other site is more relevant to a search request for a certain keyword.

If a Web surfer searches for "salami," then Google wants to deliver the most relevant

salami sites on the Net. If someone else searches for "baloney," then Google wants to give that searcher the most relevant sites for that word... even (or especially in this particular case!) if they're full of baloney!

You must **honestly** convince each Search Engine that your page is the most relevant for each keyword that you target and thus deserves a high ranking. If you trick the engine, your success won't last long, and when it discovers the trick, it will ban you.

Why? The answer is not complicated.

The Search Engines are in business, too. Their product is the quality of their search results. Help them make their product better and they'll love you.

And, help the searcher, who is your potential visitor and customer. Solve her problem -- deliver what she wants, in spades.

Satisfy the whole reason why she is doing the search. If you do this, you add value to the Search Engine's product. And they'll love you for it.

SIDEBAR

Already have a Web site? Not doing well in the Search Engines yet? Visit...

http://traffic.sitesell.com/

... and take the **Get to the Point Test**. Find out how well **your** online business is doing, traffic-wise, and how much better your Web site could be doing!

You must win, too, of course. How?

Succeed at the first two wins…

By delivering valuable relevant content to both your visitors and the SEs.

Remember, people use the Net to find information.   Information is contained in text. **Compelling text is 1,000% more important than fancy design.**   After all, if a fancy page has no substance, it delivers no value. Quality content always does.

Try not to distract your visitors from the real goal of your Web site... to get the click through to your monetization model (your order page, or the site of the merchant that you represent, or your contact form, etc).   Reinforce through your style and content that you are indeed an authority on your business -- an expert that your visitors can trust.

Bottom line?

Relax. Focus on your visitors. Don't try to get their attention with bells and whistle.

It's information that they want and need.

For example... let's say that the theme of your site is **"golf."** Create lots of topical pages related to golf, including these interesting topics…

• the Masters

• the British Open

• Tiger Woods

• etc., etc.

By writing about a niche that you know and love, the content is easy. Taken all together, this tightly-focused site scores well at the Search Engines for hundreds of golf-related terms. And that brings you lots and lots of **targeted** traffic.

This site could easily grow to over 200 pages -- **each** page focusing upon a different topic (i.e., a keyword-focused content page), each one related to your theme. The net sum of all the information on all your pages forms the theme-based content of your site.

SIDEBAR
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Site Build It! helps you take what you know and love and turn that into your own **unique** content on your own **unique** Web site. It automates the tedious elements of keyword research, site-building-promotion-and-management, and frees you to focus on what you know best... your business, whatever that may be… whatever niche that may involve.

To see how **SBI!** does its job, take the **"Quick Tour"** and get a free inside look!

 http://quicktour.sitesell.com/
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A Theme-Based Content Site is definitely the way to go -- the winning formula -- especially if you're operating on a shoestring budget and are interested in attracting free qualified traffic from the Search Engines.

Words (i.e., content) matter.

Your bottom line will be affected by what you say, how you say and to whom you say it.

We call it **"building income through content."**

Ready to build your income? Let's get to it!…

4.   PREselling… Your #1 Priority

It's NOT about selling...
It s about PREselling.
-- Ken Evoy

To be successful, **the needs of your target group have to be your #1 Priority.** Your desire to earn income comes second.

Use great content to create an open-to buy/hire mindset in your visitor. Deliver strong, appropriate editorial content that **PREsells**.

PREsold visitors convert more easily and more frequently into paying customers -- higher **Conversion Rates (CR)** – which is exactly the result that your online business has to achieve in order to flourish.

Bottom line?

There is no such thing as "passerby traffic" on the Net. You have to build and attract warm, willing-to-buy traffic on an ongoing basis.

A great content site helps you achieve that goal. It increases targeted traffic, which produces more sales, which in turn produces more income. In other words, the key is to develop great content that leads to the money-making click...

Valuable Content = Credible Recommendation = Turned ON customer = High CR.

Don't push your visitors to the click, make them **want** to click through. It makes all the difference if your visitors feel that it's their idea to deliver your **Most Wanted Response (MWR)** -- in other words, what you most want your visitor to do on your site.

Your **MWR** is to get your visitors to click through to your order page (or your particular income generation source) so that you can make the sale!

 And it all begins with effective PREselling...

4.1.   Understand The Difference Between…
PREselling And Selling

As we discussed earlier, people use the Net as a searching tool. They search for credible high-value information or solutions that can fulfill a wish that they hold dearly or solve a troublesome problem that they are experiencing. Surfers, for the most part, **do not know** who or what can provide this -- they just know that they want to find a **trustworthy** someone or something that can make it happen.

That's the winning advantage of a content-rich site. It clearly shows to your visitors that you understand their search for quality answers to their questions... and that you aim to provide exactly that. A content-rich site builds trust and credibility. In your visitors' eyes, you are a knowledgeable expert who cares!

What happens then when a visitor arrives at a content site that is really just one big sales site?

Put yourself in that visitor's shoes for a moment. She does not see inspiring, relevant, editorial content -- she sees only a sales effort.

But she was searching for content!

4.1.1.   Selling… Patience is Golden!

Selling is trying to get the sale. Before you sell, PREsell. While "selling" might be your first priority, it does **not** come first. Your site's first job is to satisfy your visitors' needs and then lead them to your **Most Wanted Response.** It's only at that point that selling enters the picture.

Most people, as you can well imagine, resist sales efforts. So if your content is heavily pitching something, visitors will resist you rather than **embrace** you.

Add to that resistance, as well, feelings of frustration and annoyance because she didn't find what she was looking for. She wanted information not a sales pitch!

Simply put... pure selling does not work right off the bat. You need to warm up your visitors and you do that by…

4.1.2. PREselling… The Profitable Heat Wave

PREselling, on the other hand, **warms up your visitor** with high-value information that fosters trust and credibility. Your information fulfills a wish and/or provides a much sought-after solution for her. As a result of this positive/beneficial experience, the visitor begins to **like and respect** you.

Great content encourages your visitor to think about you as a "friend" making a recommendation rather than a stranger making a sales pitch. And if you create a truly info-rich site, you'll actually become a trusted expert, sharing your wealth of information.

Effective PREselling creates an **open-to-buy (or open-to-hire)** frame of mind in your visitor and gets the click through to your monetization model. It's this "openness" to find out more about you and your business that produces higher **Conversion Rates** and generates more income for you.

The key is to reinforce your credibility to your visitor/potential customer every step of the way. To accomplish this, get inside your visitor's head and think about how she will react to your PREselling efforts.

Whatever you do, consider the impact on your visitor...

If it does not make her more "open to buy or hire," don't do it. PREsell your way to high **Conversion Rates.**

It's easy to summarize the whole point of effective PREselling with this question...

Which person would you respond to?

A stranger with a sales pitch...

or...

A knowledgeable friend making a recommendation?

No matter what your business may be, the key is to building targeted traffic is…

Deliver excellent content that pulls in warm, motivated visitors, who become PREsold about you and your business and who then buy your products/services, or click on your ads, or visit your merchant's site or whatever other monetization models you use.

Successful PREselling is all about looking after the needs of your visitors **first** and foremost, and putting "the sale" **second**. Believe it or not, although this seems paradoxical, it is only by following this mantra that you will actually begin to earn real income on the Net.

In short... Take care of the needs of your audience. Good things will follow. **Give, then take**.

So here's the million dollar question…

Where do you find all these great words, all this great content? And the answer is… **inside you!**

Because **you** know stuff other people don't... things people would pay to know. You might have learned it "on the job" or through your hobby.   There's a good chance that you don't even realize what you know.   It's often right under your nose. Everyone is an expert about something.

As an example, let's assume that you have a rather unusual area of expertise. You love concrete. Yes, cement! It's been your hobby, your passion, for years...

Concrete statues.   Concrete painting.   Decorative concrete.   Concrete in the garden. Repairing concrete. The various types of concrete.   Hand trowels. Things to do with cement blocks.   Concrete trade shows.   Concrete and swimming pools.   Concrete molds.   Cleaning concrete. Ready mixed concrete.   Concrete countertops.

Anyway, let's say that you decide to create a theme-based site that is all about concrete.   Your home page explains how your site is **the** site for everything concrete, from structural to esthetic.

You also build lots of content pages – each one focuses on a keyword that a searcher might use to find your theme.

SIDEBAR

Site Build It! makes it a snap to identify profitable keywords for your theme (i.e., keywords that many people are searching for but that very few sites provide information about). Just click on a button, and **SBI!** does the research for you! Hours of tedious research reduced to minutes. And all you have to do is wait for the results!

http://buildit.sitesell.com/

For example, your page about concrete statues explains all about how to make and repair striking statues for the home and garden. You could even expand it into an entire "Statue Section," with a page on the history of concrete statues and another one about how to market and sell the statues that the visitor makes.

The main point, though, is that you create truly excellent, high-value content that delivers what your reader sought at the Search Engines.   See! It happened again! By writing about a niche that you know and love, the content is easy.

OK, a second "concrete" example that comes at you from a different angle...

John A. Smith is a passionate lover of all things concrete, and owner of "Smith's Concrete Repair Service." Mr. Smith's company repairs foundations, retaining walls, driveways, statues, swimming pools -- heck, if it's concrete and it's busted, he'll fix it!

The first thing of note is this...

Smith's "Concrete Repair Service" is a locally-based service, but Mr. Smith has great vision. He builds a Web site that appeals to both local and global interests. Here's how…

1) His well-written concrete-related articles provide a valuable information resource for all visitors, regardless of their geographic location.

2) Local visitors (who are not currently clients) come to trust Mr. Smith as he demonstrates over and over again through his articles, and his e-zine, two very appealing attributes -- his unwavering commitment to the "putting-the-needs-of-the-customer-first" philosophy and the breadth of his knowledge pertaining to all things concrete.

Before long, Mr. Smith becomes established in his visitors' minds as "The Concrete Man." When these local prospects need a concrete repairman, guess who they're going to call?

3) Local visitors come to recognize Mr. Smith as more than "some guy with a concrete repair service." Thanks to the bio (About Us) page, they learn he's a dedicated father, an active member of the community, and a little league coach, as well as being the owner of a company. This information adds to his credibility.

4) Global visitors produce a secondary income stream for him. Mr. Smith can refer these surfers to merchant-partners (and their products) that he represents (ex., books about landscape design, a retailer of concrete statues, a garden supplier for concrete molds, trowels, etc.,).   And, of course, he could also **sell** his own e-book, consulting services, Google's AdSense, etc.

Mr. Smith's warm-and-willing-to-buy visitors trust his knowledgeable advice. His PREselling efforts make it easier for him to convert these visitors into customers.

Bottom line?

PREsell effectively… to sell effectively. It's as simple as that! And this means…

The **needs of your target group** must be your **#1 priority**, the reason behind every action you take. always comes second.

So keep your visitors in constant focus and…

1) PREsell... don't sell! Use great content to create an "open-to-buy/hire" mindset in your customer. Warm up your visitors first.

2) Maximize profit by maximizing your traffic (by delivering lots of topical content) and **Conversion Rate (CR).**

3) Your **CR** depends upon what you do and how you do it. You will achieve higher **Conversion Rates** if you...

• Reach targeted traffic in a reputable fashion (ex., visitors find you via the Search Engines).

• Deliver valuable, appropriate editorial content that PREsells.

• Recommend visitors to your income-generating source (ex., your sales/order page, the site of the merchant-partners that you represent, your online store, etc.) **after** they come to respect and like you.

OK, let's build on this extremely important foundation. We introduced the term "**Most Wanted Response"** earlier. Now it's time to go into more depth about this concept…

5. Setting Your MWR…
Before You Start Selling

The transition from "PREselling" content (i.e., high-value information that your target visitor is searching for) to "selling" copy (i.e. closing the deal and getting the order) is easier once you can clearly answer this question…

What do you most want your visitor to do when she is at your Web site?

Or to phrase it more simply…

What is your **Most Wanted Response**… your **MWR?**

The answer to that question is critical because you can't start your visitor on a journey through your site until you know the **exact** destination where you want her to land. Once you set your **MWR**, you will write every word of your sales copy to reach that goal. Every headline, subheading, paragraph, sentence will be focused on getting your **MWR**.

So take a few minutes now and ask yourself the question… What is my **Most Wanted Response** when a visitor comes to my site?...

• Is it to make a direct sale, straight off your site?

• Is it to generate a lead through a response form so that you can follow-up offline?

• Is it to convince your visitor to take up the offer for a 30 day free trial download for first-hand experience of the product?

• Is it to get your visitor to subscribe to your newsletter, or enter a contest, or request your "freebie"?

• Is it to hire your service?

Don't stop thinking about it until you are sure that your chosen **MWR** is the best for your business.   Write down whatever comes into your mind.   No need to edit at this point.

Let the ideas flow.   Then change, refine and narrow it down until you are completely satisfied that... Yes! This is my **Most Wanted Response**.

Setting the **MWR** focuses you totally on getting a visitor to fulfill the action that will generate income for you, whatever that may be.   Some examples to illustrate…

• if you are Webmaster (a type of service seller), your **MWR** might be a click-through to your contact information page which provides your phone number or e-mail address for follow-up communication. The resulting phone call is where you close the deal and secure a work contract.

http://webmaster.sitesell.com/

• if you are selling a product (hard goods or e-goods), your **MWR** might be the click through to your order page or main sales site.

http://hardgoods.sitesell.com/

http://egoods.sitesell.com/

• if you are an affiliate, you **MWR** might be a click through to the sites of the merchant-partner that you represent. In this case, there are two **"Most Wanted Responses"** involved, yours **and** your merchant's!

http://affiliatemarketing.sitesell.com/

OK, let's keep moving forward. In preparation for the next part of **The Netwriting Masters Course,** you have a quick assignment. Please review the sales copy of this particular **SBI!** business-specific Web sales page…

http://auctions.sitesell.com/

Closely examine these six important components….

1) The **MWR**

2) The Opening Headlines

3) The Opening Paragraphs

4) All the Sub-headings

5) The Links to the **MWR**.

6) The Body Copy itself.

No need to rush! Take your time. Really get a feel for the site and its content.

Back already? Great!

So what was the **MWR?**

That's simple… The **MWR** is for the visitor to click through to the order page and buy **Site Build It!.**   Once the **MWR** is established, the goal of each component is to pull the reader to the next component… from Opening Headline to Opening Paragraph to Sub-headings to Body Copy to **MWR.**

As you can see, all the copy was written with the **MWR** in mind. It reflects the needs of the auction seller (already in the business or just starting out) and provides her with an affordable solution…

With **Site Build It!,** she can build and **own** a stable diversified online business that generates lots of targeted traffic and income. Success is guaranteed.

The content on this Web illustrates how the six key components (**MWR**, Opening Headline, Opening Paragraph, Sub-headings, links to the **MWR**, and Body Copy) all combine to "warm up" a visitor and then convert her "open-to-buy" attitude into a sale.

Soon, your sales copy will be doing the same. ☺

Soon you ask? Yes, very soon… but don't close this book just yet.   There's still work to do…

6. Write for Your Ideal Customer

If I could be you and you could be me
for just one hour we could find a
way to get inside each other's mind
--Lyric from "Walk A Mile In My Shoes,"
Joe South, 1970's Hit

Got your **MWR** firmly planted in your brain?

Fantastic! Have you also made notes from your assignment about those six key components -- **MWR**, Opening Headline, Opening Paragraph, Sub-headings, links to the **MWR**, and Body Copy?

What do you mean by "The dog ate it"? If you have not yet done so, review the example site now **(http://auctions.sitesell.com/).** You'll learn a lot more, if you do the exercise. Or if you cannot identify with auctions, go to **http://find.sitesell.com/.** Find your type of business there and click to **that** site and review its sales copy.

Read it with the following in mind... How are these **words** affecting me? What are these words trying to do? See how the copy is trying to get into the targeted customer's **mindset**.

 Okay, we're ready to work on the foundation for a successful e-biz…

Surprised? Are you thinking to yourself?...

"Where's the keyboard action?"

"What about formatting?"

"No headline creation?"…

Well, just like most things in life, you can't skip to the front of the line, without some unpleasant consequences.   Effective **PREselling** and **selling** are no different. Every word-headline-sentence-paragraph has a persuasive role to play… a powerfully persuasive role.

A firm foundation is critical for whatever actions you take from now on.   So let's go back to ground level.   Your business, whether it is...

- big or small,

- pioneer or mature,

- high-tech or labor-intensive,

- top-end or bargain-basement,

...   depends on the perceived value of your product (or service) by your customers. If they do not see a benefit or "what's in it for them," then their relationship with you will go no further. Your prospective customers will look elsewhere. And your competitors are always willing and waiting to greet them.

How do you prevent this?

Know your target or ideal customer first... put yourself in her shoes and get inside her head…

She represents the majority of people who would be specifically interested in your product or service.   No tire-kickers… no curious cruisers… just prospects with a specific interest in your specific business.   You have to understand her thoughts and feelings, figure out her personality type, sense what makes her tick.

Basically, you have to get inside her head.   Once you know your customer, you can anticipate her wants, appeal to the right emotions and show her how your product/service will benefit her.   We both know what happens then.   Value always outweighs financial cost in a shopper's mind.

You PREsell by providing valuable content! Then, and only then, you sell by providing valuable **benefits.** A satisfied customer becomes a lifetime customer, as long you "overdeliver" on everything you say and do.

On the Net, you don't have the luxury of face-to-face contact or a slow pace to get to know your customers. That's why it's critical to develop a thumbnail sketch of your target or **ideal** customer before you begin to write any copy on your Web site. Remember your words are like a virtual salesperson, behind the counter or stationed in the aisle.

Your sales copy has to make your **ideal customer** feel that you are talking to her, one-on-one, welcoming her, providing attentive service and fulfilling her wants.   You cannot write effectively unless you know her mindset.

Oh, by the way...   when we talk about a customer, as you may have noticed, we use the feminine pronouns (she, her).   Why? Two reasons…

1) To jar your thinking -- we are all so used to reading "he" and "his." Reading the female pronouns will remind you to think that people, males and females, will be reading your words.

2) To drive home the fact that women account for up to 80% of purchases on the Net (depending on your niche, of course).   "Normal" use of the male pronouns would keep you "thinking male."

A thumbnail sketch of your ideal customer, paints a picture in your mind of whom you are dealing with...   and more importantly, to whom you are writing. Success will not come if you write for yourself. You don't need to be persuaded. **You** already know and love your product/service (or those that you represent). Write for your target customer…her needs, wants, worries, interests.

Boil your target down to a single, ideal customer. Picture her. Now write for her. Thinking of a single person automatically helps your copy feel "one-to-one" as you write. If you think of thousands of people as you write, your copy will take on an impersonal, broadcast" tone. You know her best so talk to her!

Want to see this approach in action? Jim Nelson juggles his words perfectly. Visit his site and see for yourself…**http://www.jugglenow.com/**

Let's proceed to the next level of this "customer-first" approach …

7. The Mindset is Everything

Got that thumbnail sketch of your ideal customer yet? Only then can you figure out what you can offer… or what pain you can cure. In other word, you can figure out the **benefits** for your customers. So dig around and find those details that describe your target customer.   For example...

• Baby boomer? Senior citizen? Techie? Collector? Freelancer?

• Family? Single? Partners?

• Money concerns? Stressed for time? Unhappy at work?

• Risk-taker? Energetic? Self-starter?

• Net savvy? Newbie?

• Cautious? Relationship-builder? Committed?

Make your sketch as comprehensive as you can.   If your product has more than one kind of consumer, do a profile for each major type.

SIDEBAR

Site Build It! is a "marketer's nightmare" because it is the perfect product for almost every kind of small business. So we met this challenge by creating 12 business-specific sites, one for every major category… **http://find.sitesell.com/.**

Don't forget to check out where your traffic to your Web site is coming from.   Is it through a Search Engine, or through the promotion of your URL in an ad or a newsletter?

This information will give you another clue as to your visitors' mindsets when they arrive to read your Web site's content. Why? Because "ad traffic" is tougher to persuade than customers who arrive via Search Engines.

Why? Why is ad traffic tougher? Geez, you ask "Why?" a lot! 😊

Because if people find you via an ad, they know they've been "pitched." And they know another pitch is coming.   So they feel that **you** are using **their** time.

But if they find you via Search Engines, that's another story...

They were looking for **you!** They found you via a keyword search, so they are targeted. And they feel smart for finding you.   You are already half way home, because they were looking for, and found what they wanted… **Content!**

Theme-based content attracts targeted visitors (i.e., potential customers) because you have written it to rank highly at the engines, in a "no-tricks way" that the Search Engines respect ... an ethical, effective way to attract targeted customers to your site. Motivated, interested traffic builds.

Search Engines are, by far, the #1 way that surfers find Web sites. If they cannot find your site, it does not exist.   As the engines improve their algorithms, all the Search Engine experts say that well-written theme sites are what will rank best for specific keywords over the coming years.

One more important point...

Finding a site through a Search Engine is more credible than visiting a site due to advertising. It is the offline equivalent of reading editorial content in a newspaper, as opposed to an ad.

Your high-value, original content PREsells your targeted visitors, winning confidence and trust by providing the information they seek. Your content establishes you expertise in this niche. It credentializes you in the eyes of your potential customers.

SIDEBAR

As the Net gets more and more congested, you need a strong, effective, and cost-efficient way to build traffic via the Search Engines. **Site Build It!** provides the tools you need to win at the Search Engine game.

Its **"Analyze It!"** tool helps you optimize Web pages so that they will rank highly. **SBI!** also will automatically submits (and resubmits) your pages to the major Search Engines and then reports when these pages are spidered, listed and ranked.

So you know exactly how your Web pages are faring in the Search Engine world!   And **SBI!** will keep you up-to-date on important new Search Engine developments so that you are always "in the know."

 For more details about **SBI!'s** traffic-generating capabilities, please visit…

http://buildit.sitesell.com/

Back to your ideal customer's mindset...

Is she feeling cynical and impatient? Or enthusiastic and information-seeking? Ready to be persuaded? You have to write the right words to get her to stay on your site. Take your time as you build your foundation/thumbnail sketch(es).   The effort you put in now is going to support your Web site and of course, your business.

Remember the next Web site for your visitor is only a mouse-click away.   And realistically, that next site probably belongs to a competitor.   Your words are always competing with a ticking clock. A rather sobering thought, isn't it?

Life on the Net is fast, but you can handle the speed if you are prepared.

OK, time for your next assignment...

 Please write out, point by point, a detailed thumbnail sketch of your ideal customer.

Everything is falling into place. Upon completion of this assignment, your foundation will be firm. You will have a **MWR**, a good understanding of effective PREselling, and a detailed thumbnail sketch of your ideal customer. We'll be ready to cover how to write sales copy that **sells.**

OK. Ready for the fun part? Let's get the **sale**, or whatever your **MWR** is!…

8. Benefits Make The Sale…
Not Features!

Words are the most powerful drug used by mankind.
-- Rudyard Kipling

Great copy grabs a reader's attention and holds it by intensifying her interest in what is being presented.   It **d-r-a-w-s** the reader down the page and lands her "open-to-buy" right at your order form (or your income-generation source).   As long as the information is realistic, relevant and answers the question, "What's in it for me?", the reader will continue to scroll… for as long as it takes.

Slip even once, though, and the mouse finger clicks. Your words alone increase the perceived value of your product or service. And it's your words that persuade your reader to become a customer.

What you write has to reflect your knowledge and passion about what you are **selling or representing**.   Insincerity, unsureness, and a lack of enthusiasm will easily be detected "between-the-lines." Hype is in a (sub)class of its own...   fatal.

So become the expert on your product or service. Build a sense of trust and credibility in your visitors so that they won't put up a hurdle between you and their credit card.

"Isn't that obvious?"

Yes and no...

You know your product from **your** perspective, for sure.   But you must know it inside and out, from every possible angle...

• Ask for opinions from other people.   Do they see it the same way? Have they discovered a new dimension?

• Compare your product with your competition.   How does it measure up?

• Look at what's happening in the marketplace.   Where is its position?

Be a real sleuth.   Uncover as much detail as you can -- positive and negative.
And then...   you guessed it! Get out that pencil and paper again (or your keyboard and word processor will do!).

Write down all the features (i.e., what your product does or is) of your product or service. This will be a very long and objective list if you spread your sleuthing net far enough.   Finished? No feature left unexamined?

Great job!

Now bring out that thumbnail sketch of your customer and put it beside your just completed "features" list.   Imagine that your ideal customer is examining those features.   Will she be persuaded by what she sees? Will the features immediately trigger a "must-have" reaction?

Sadly, the answer is **no**… at least not for the majority of customers.   And why not? Because most folks don't have the imagination to immediately see "what's in it for them" just by seeing features.   People buy with their emotions, not with their logic.   So you have to transform that list of features into a list of benefits.

Only benefits tap emotions.

Only benefits answer the critical question... "What's in it for me?"

So make the change.   Do the transformation.   Take that thumbnail sketch and **become** the customer.   Work through the features and figure out how each one benefits you, the customer.   Don't rush.   Really become your customer.   Get the mindset right.

Here are some examples to get you started...

• Does a certain feature save time, especially if someone is presently over-extended at work?

That's a benefit.

• Does a key feature encourage a child to read, just for the fun of it?

That's a benefit.

• Does another feature provide independence, a chance to make decisions for oneself?

That's a benefit.

Starting to get the hang of it? Want to see some "live" benefit-focused content? Check out one of the following sites (or all three if you are keen)…

Benefits for information publishers… **http://infopublishing.sitesell.com/**

Benefits for network marketers... **http://networkmarketing.sitesell.com/**

Benefits for local business owners with local clients… **http://localbiz.sitesell.com/**

Same product. Different benefits. All the time.

In summary...

Features are elements of a product (or service) that **do,** or that **are**.   Benefits are the results that **do for your customer.**   They connect at an emotional level by delivering a gain or curing a pain.   Let your benefits list grow and grow.   You can never have too many.

All benefits add to the perceived value of your product or service, the higher the perceived value, the greater the chance you have for a sale...   or a download...   or a subscription… or contract, depending on your **Most Wanted Response.** Always keep this foremost in your mind.

Confusing features and benefits is **the** #1 copywriting problem. That's where **MYWS!** comes to your rescue. It will help you develop a huge list of the **most relevant** benefits quickly and easily through its "**SWAT?"** technique.   You just keep swatting those features until they are rock-solid, irresistible benefits.   The **SWAT?** technique is indispensable for all small business owners, online or off, experienced copywriters or not.   Why?

Because benefits will always be the bottom line that **sells!**

A long benefits list provides the key information you need to write persuasive copy on your Web site.   Benefit-laden **words** strike visitors "where they live." They fulfill wants and provide solutions for your ideal customer.   They guarantee that you will keep her attention and increase her interest.   And that puts you well on your way to a sale!

So what's the key to using the Web to multiply sales or contracts?

Provide high-value, benefit-oriented copy, not a straight "sales pitch." This type of copy builds motivated traffic and develops a sense of warmth and confidence in you as someone who "knows" their pains or dreams.

People buy from folks they like and trust. It's as simple as that. Targeted PREsold visitors will click through to your order page (or other revenue locations). The sale is 99.9% of the way home!

The benefits list has a second function and this function is really just an extension of the first. It will help you create your **Unique Selling Proposition (USP).**

Your **USP** tells your reader what differentiates you and your product/service from your competitor.   It is your single best benefit that every visitor to your Web site will perceive as being unique to you.   It tells your visitor why they should buy from you and not the business on the next site.

Your **USP** is your service or product's **most powerful benefit,** in combination with a strong, unique feature of your business. It answers that critical question... Why should potential customers buy from or hire you?

Here's a simple exercise to help you develop your **USP...**

1) Write down what your business provides.

2) Outline the key benefit(s) to your client. What pain does it cure, what solution does it provide? Just the most important benefits(s), please.

3) Identify your unique feature. What makes you stand out from the competition? Keep working on this until you can clearly separate yourself from the field. There must be a convincing reason for doing business with you, instead of your competitor. If not, create a unique positioning statement.

4) Summarize all of the above into one tight, powerful, motivating phrase that will **persuade** your client to do business with you, to trade their money for the benefits you can deliver. As you start to work through these four steps, you may find this to be a lot harder than it looks. It is! But don't give up! Your competition is only a click away. Use your **USP** to differentiate yourself!

As the Net expands, a compelling **VPP** will be essential.   Your business has to be able to stand out from the crowd.

Ready for a homework assignment?...

Go back to your benefits list.   Start by narrowing down your choices, one by one. Whittle them down until you are satisfied that you have identified the very best benefit. Not sure? Ask for a second or third opinion.

Then package this benefit into...

• a sentence or phrase that persuades

• a collection of words that highlights an outstanding benefit that a visitor/ reader can't ignore

• a message that makes her think "Your product/service is the only one for me."

Building the perfect **USP** will be the hardest thing that you'll ever have to do.   And it will be one of the most important.   (Yet another reason why the **SWAT?** technique is an indispensable tool in your Netwriting toolbox, **available in Make Your Words Sell!...**   it does more than help you identify the maximum number of benefits. It will help you build the best possible **USP**.

When you are working on this assignment, the key is to keep your customer's mindset up front and center at all times.

In the next Chapter, we'll see why it's worth some extra "cyber elbow grease" to get your **USP** exactly **right**...   the absolutely best it can be…

9.   Keep Your Visitor on Your Site!

Someone's sitting in the shade today because
someone planted a tree a long time ago.
-- Warren Buffett

Is your **USP** finished? Super! That means, you have accomplished the following...

• figured out your **Most Wanted Response** (**MWR**)

• built a detailed thumbnail sketch of your ideal customer

• have a good sense of the key parts of an effective Web site.

And that means that you know...

• how to start your site (with the focus on theme-based content, of course!)

• how to end your site (where you generate income through your selection of appropriate monetizing models)

• what to add in between.

And you know to apply all this to your customer who is firmly sketched in your mind. Like anything else, **preparation** is 90% of any job.   That goes double for Netwriting!

Let's continue...

The sales copy advice in **The Netwriting Masters Course** goes beyond writing copy for your Web site.   **It's for all of your online communications...** e-mails, newsletters, free offers, advertisements, contests, online stores, etc., etc.

However, no matter which approach you use to begin the relationship with your visitor, you can only cement it once you have grabbed her attention first, in a direct one-on-one interaction.

For example, what good is creating an e-mail signature file (sig file) if the recipient deletes your message right away?

A sig file is a powerful and free advertisement.   With an appealing signature file, every single person you communicate with will read about your business. Its job is to

persuade your reader to click through to your Web site.   Make it visible with just the right amount of words that are subtle and persuasive. Your sig file lets the reader know why you are unique.

But, to continue with this example, the subject of your e-mail must first get its job done… the recipient opens the e-mail.

Joe Robson, a professional copywriter who co-authored **Make Your Words Sell! (http://myws.sitesell.com/)** describes the Net as a bustling crowded street, full of a million shouting, honking, blaring distractions.   Somehow, as a vendor, you have to find a way to flag your surfing visitor so that she will slow down long enough to read what you are saying. Note what was just said…

"Slow down," not "stop." That's another part of the Net challenge.

Once you catch her eye, your words (i.e., **your content)** have to increase interest enough that the visitor stays to learn more info. At that point, you take possession of the screen...   temporarily.

So what type of flag do you need? Something extravagant? Something noisy? Something colorful? Something cutting-edge? The answer is no to all four.

Pretend, for a second, you are on Joe's crowded street.   What could someone say that would make you turn around and stop? "Nothing," you think? What if the person said your name, just loud enough for you to hear? Of course you'd turn around! Why? Because you just heard something that was important to you… something that connected.

Your Opening Headline on your Web site, pure and simple, **is** that flag. Your sales copy must open with the same attention-getting power as calling your name on a crowded street.   There is only one way to do that...   with your **USP**.

Oh-oh.   Look sharp.   Here comes your ideal customer now, hitting your site.   Look at her. She doesn't automatically stop to read. She scans, looking for "relevance" clues. She quickly breezes through your "Opening Headline"… if **it** does not click, her mouse does!...

Good-bye!

However, if your Opening Headline does get her attention, then the whole picture

changes. She'll **slow down** enough to read the Subheadings and your Opening Paragraph. And if there's enough there, she'll continue on and read the whole accompanying message, right to the part where you generate income... as long as **you** keep delivering benefits that help **her**.

Your headline will grab eyeballs only if it has emotional appeal and offers your **USP.** No logic is involved. It has to answer this question in the reader's mind... "What's in it for me?" (This is such an important part of PREselling and selling effectively that it is worth repeating over and over again!)

So pull out that benefits list, your **USP** and your thumbnail sketch of your ideal customer. This is where your foundation work pays off.

Create your top headline. It must contain your **USP**. It understands your ideal customer's mindset. That's the only way your message will get "heard" on the busy Net street and shift those speeding, scanning eyes into lower gear… pulling them into your sales copy.

Now, turn more of your benefits into "lower level headlines." You don't have to be fancy or clever. Just write benefit-laden headlines that are aimed at your ideal customer. Put lots of effort into this. Don't be satisfied with a pair. Write ten. Take a look at your Opening Headline and ten Subheadings. Order them so that they "tell the story" that you want to tell. If you need one or two more Subheadings to fill in the blanks, add them.

Your Opening Headline and Subheadings accomplish several important functions...

1) They pull the reader deeper and deeper to your sales page.

2) They divide your information into small, digestible chunks.

3) They create the structure, "the story," around which you'll add your Body Sales Copy.

4) The final Subheading is especially important since it leads to the **MWR** and your monetization model.

As you see, you'll die or fly according to how your Opening Headline and Subheadings perform. So they must be perfect. It's all part of creating a great content site. So… create, refine and polish.

Then repeat. It's not finished until you share it to a friend for a "test read." If she asks to buy, you're ready! 🙂

Make your **Opening Headline** the best "flag" possible.   A positive start makes all the difference when you interact with your reader.

A negative start is almost impossible to overcome.

OK! From this point forward, your challenge is twofold...

• build your reader's interest as you flesh out your "subheadings site" with sales copy

• get your **MWR (Most Wanted Response).**

For example, let's say your **MWR** is to get the reader to place an order.   Everything you write on your Web site must pull your reader to your order form. Smoothly. Carefully. Be constantly aware of that twitching mouse-finger.

How do you become an e-persuader? By **becoming** your customer. Let your passion and excitement about your product or service fuel your creative energy as you write your content.

 Remember to use a minimum of hype-laden adjectives and adverbs.   Stick with solid benefit-laden copy. Every word must contribute towards the **MWR.**

This same effort extends to how you present your...

• guarantee

• privacy statement

• testimonials

• order form

Your order form is especially important.   So many Netwriters ease up at this point, just as they should be restating key benefits and closing the sale. The key is to eliminate all objections… and then keep them eliminated.

The different parts of your Web site should work like an orchestra.   All parts of them must be playing the same tune beautifully to keep the patrons in their seat.

So step on the podium, conductor.   Use your **MWR** as the baton.   Let your sales copy flow. Present your information in short tight bursts.   Make every line snap. Inject personality!

Make each paragraph, each section fit together.   Make each headline magnetic. Compel the reader to continue on with enthusiasm and excitement all the way to your **MWR**.

Format your copy in such a way that you reduce the "pain" of reading online.   (Reading from a computer screen is 25% slower, and far more uncomfortable than reading on paper.) Add "breathing space" so that your text doesn't appear dense and time-consuming.

Important reminder… As we wrap us this material about sales copy, remember this… you only **ever** get a chance to sell, if you first PREsell. So write valuable content first. It builds targeted traffic and it warms up visitors for your sales copy.

SIDEBAR

You don't need an English degree to create invaluable PREselling content. But you will certainly do a better job if you are writing about a topic that you know and love… and more importantly, if you also take the time and effort to do it properly.

Site Build It! gives you the invaluable gift of **time** when you are building a site, not to mention all the tools and guidance necessary**.**

All **you** have to do is deliver content about your niche. **SBI!** handles all the technology and complexity of building and marketing your Web site. It frees you to focus on what you know best… your business.   Together, you and **SBI!** can produce **results!** Results like this…

http://results.sitesell.com/

Quality content will keep visitors on your site. It will also bring them back. Let's see how you can generate repeat visits and get that first (second, third, etc.) sale…

10. Build Relationships

Big shots are only little shots who kept
shooting.
--Christopher Morley

A visitor may visit your site only once. That's "one shot"… one shot at earning income.

But if she subscribes to your e-zine (i.e., e-mailed newsletter) that's **many** shots. Provide good content, keep **PREselling,** and you'll succeed at building long-lasting visitor-to-customer relationships.

This is especially important if you're a local service seller. The difference between unprecedented success and failure may very well rest with your newsletter/e-zine. Sure, it prevents the familiar "out of site (couldn't resist!), out of mind" scenario by allowing you to stay on your target group's radar with ongoing communication. For you, publishing a quality newsletter option is **not** an option.

It builds that all-important trust that is so necessary to convert a visitor/subscriber into a paying client. Trust, trust, and more trust. Your newsletter is the conduit with which you will establish your credibility, energize relationships, and increase your **Conversion Rate.**

For example, if you have an affiliate site, your **MWR** is to get a click-through to one of your merchant's sites, so you can earn a commission from a sale at that site. Or, if you are **selling** an e-good, your **MWR** is to make the sale. (By now, you see the connection between your **MWR** and your primary monetization model, right?)

You build your whole site with that **MWR** constantly in mind. But you also realize that only a small percentage of visitors will **actually deliver** your **MWR** during a visit. So you need a **Backup Response,** an alternative "shot," to offer.

A good **Backup Response** must...

• deliver a benefit to your visitor at a "no-brainer" price (free is best), and...

• provide you with the opportunity to remind your customer about your business.

Sooner or later, a healthy percentage of those who trigger your **Backup Response** will

deliver your **MWR.**   Why? Because you're building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer.

You've done a lot of work building traffic to your site.   Can valuable content enable you to reach them again and again, after they leave? Funny you should ask...

When someone leaves your site, you may be losing them forever.   Here's why...

There is an old show biz axiom that says... "Keep them coming back for more." That's true and reasonable advice for entertainment-based sites, as well as other sites that change every day, like news sites.   But for most sites, people don't come back over and over again. It's nothing personal. It's simply a big Web out there... might as well see something new! So, unless the very nature of your site tends to generate frequent, repeat visits, realize that your customer is in "now or never" mode.

If that's your case, and it most likely is, why don't **you** revisit **them?** Convince them to subscribe to your e-zine. With valuable, relevant information**,** you also provide them with reasons to revisit your site and reconsider your product or service or merchant...

• "second-look" reminder (maybe now the time is right to buy or hire)

• upgrade announcements

• new product/service introductions

• new info about your site

• the rest is, as they say, "limited only by your imagination" (and good taste).

Publishing an e-zine is an important part of **PREselling** and building a long term, great list of future (and current) clients.

Even if a visitor bookmarks you, she's unlikely to ever return once she leaves. (Check your own Bookmarks or Favorites list to see what I mean!). Newsletters are the best way to defeat the "out of sight, out of mind" pitfall**.   The** most important aspect of a vibrant online business -- building a sense of community and trust -- is based on nurturing a great relationship with customers. That's the goal of a newsletter**.** There's just no better way to keep in touch with them on a regular basis.

Every time your potential customer/client receives your newsletter**,** you**...**

• remind her about you and your business

- build trust

- establish a relationship

- build credibility

- promote your products or services or merchants

- build your image as an expert in the field.

Before deciding upon **what** you'll write, remember **who** you will write for. Obviously, you'll publish a newsletter for your subscriber's mindset**.**   But what **content** will you deliver to your subscribers?

Will you provide a tip of the day? Will you digest news in your field down to a small number of key snippets each week? Or will you write an original article with valuable info once per week, or month?

Not time? It can be as simple as periodically informing subscribers of new content on your site!

One word of warning about content... Don't give away the farm!

Make sure your subscriber still needs what you are selling or representing.

Let's say that you have an e-good for sale…Write about topics in such a way that you can work your product into the copy.   "In-context" references are very effective.

Don't be shy to weave mention of your products/services/affiliated merchants into the content. As long as you are providing valuable information, people expect a gentle self-plug to come with the content. And if someone **does** unsubscribe because of your product mentions, was she **ever** a potential customer in the first place? Remember, it's not worth the effort if it doesn't bring a return.

The bottom line?...

Talk to a "friend," offer outstanding content, and blend in some gentle **selling.** Whatever or however you do it in the new millennium, you have but one mission...

Above all, deliver a high-value publication.

 Quality, not quantity, must become your watchword. There are so many sub-standard newsletters out there in cyberspace that quality newsletters stand out.

Make your e-zine worthy of your visitor's attention. Stand out.

10.1 Dedicate a Page to Your E-zine

Increase your subscription rate by highlighting your e-zine on its own dedicated page. On this page…

• design a sharp offer

• add a clear "call to action"

• finish with the subscription form.

Do this while placing yourself inside your customer's mindset. Keep in mind for whom you are creating your **Backup Response**, and what you trying to achieve.

What's that, you say? Why are you working so hard to **sell** something that's free?

Because...

Your free e-zine is not really free.   It's going to cost your customer some anonymity. A name and an e-mail address are not given lightly.   And it's going to cost her some time... time to read your zine.

Everyone (and his dog) offers an e-zine.   As a result, she has to be selective.   This means that she has to decide, right now, while she's on your page, if she wants to hear from you again... if she wants to pay the price of anonymity and time.

So, as always, to make a "sale," stress the benefits of your offer. Add a testimonial or two.   Include a link to your back issues.   Build a strong case to "buy into" your freebie.

An e-zine must contain excellent content.   Here's why...

• It impresses people with your expertise and ability to deliver. You build credibility.   If you're selling a personal or professional service online, a high-quality e-zine is twice as important.

• It builds the habit of dealing with you.   Every month, there you are, friendly as pie, helpful with great info... and obviously, an authority!

• It makes your prospect like and trust you -- they feel good about you, confident.

• It develops feelings of obligation.   Since they keep getting free, valuable content from you, when it comes time to do business, it will be from you, not a competitor.

But do not let your **Backup Response** become a one-way street, where you just give, give, give.   You must weave in reminders that you want their business, or your customers will just fall into the habit of receiving great content... free.   After a while, they just take, take, take, while you give, give, give. They don't even thank you anymore!

So...

1) Always tie the content back to your **MWR.**   PREsell. Then sell.

2) Provide excellent content, but make it clear where the "best stuff" is (in your **MWR,** in case you were wondering). This is a thin line to walk. A good content e-zine not only gives, it takes. It should directly increase your chances to get your visitors back to your site and your **MWR.**

Your "take-away lesson"?

An effective e-zine is another way to build a relationship and establish trust.

As a visitor becomes accustomed to hearing from you, the barriers to completing that first purchase or contract, come down.

Remember, out of sight… out of mind! Don't stop at "one shot."

Guess what? You are on the home stretch of **The Netwriting Masters Course**. On to the wrapup…

11.   The Wrapup

"Knowledge is of two kinds. We know the subject ourselves,
or we know where we can find information on it."
-- Samuel Johnson

You can boil successful Netwriting down to this simple reality...

"90% perspiration and 10% inspiration."

Writing about something you know and love provides the inspiration. The perspiration is the effort required to stay focused on PREselling first. It's not always easy to put your desire to earn money into a second place position… but the PREselling foundation is critical.

Creating valuable PREselling content first is why **SBI!-**built sites **generate so much traffic…**
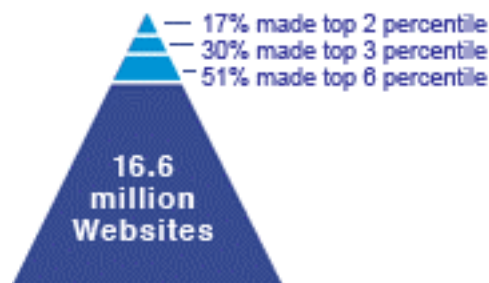
The Netwriting Masters Course provides you with a solid foundation upon which to grow. You have a basic understanding of how to…

• Build traffic through valuable theme-based content.

• **PREsell** – this is the core of effective "pre-persuasion." PREselling builds trust and credibility and "warms up" your visitors so that they are open to what you are selling or recommending.

• Identify your **Most Wanted Response** (**MWR**) – You know what you most want your visitor/reader to do on your site. You know how to monetize your traffic.

• Determine your Ideal Customer's mindset -- It's important to get inside your reader's head and understand her feelings, wants and needs.

• Be benefit-focused – You can answer your reader's single most important question... "What's in it for me?"

• Flag your reader by creating an eye-attracting opening headline and subheadings – The key is to grab your visitor's attention and slow those scanning eyes so that your words are read.

• Develop seamless copy – You want to create a smooth flow that pulls a **PRE**sold reader to your **MWR**.

• Build relationships and encourage repeat visitors by means of a quality e-zine – why stop at "one shot"? Encourage repeat visits and generate more sales.

The Netwriting Masters Course can, realistically, only get you started as an e-persuader. To become a great one (i.e., a profitable online business owner), it takes time and effort… and, more importantly, the right process.

To be successful on the Net, you need to follow a comprehensive process that **builds income through content…**

 1) Develop a valuable **product or service** -- your own creation or someone else's!

2) Develop **your own site** in the niche that you know and love.

3) Fill that site with **high-value content**.

4) Use that **content** to attract your own **niche-targeted traffic**.

5) **Build trust and credibility** with your visitors.

6) Use content to **PREsell** your targeted visitors. And...

7) Convert that **PREsold,** warm, willing-to-buy traffic into **sales or contracts.**

8) **Diversify** your revenue plan to include other monetization models (ex., Google's AdSense, affiliate income, services, etc), all related to your site's theme-based content. This diversification will help you grow a stable profitable business that you **own,** one with true equity.

The process is very do-able if you have the motivation and the right tools. You provide the first ingredient and **Site Build It!** will look after everything else! **Site Build It!**

provides the exact tools at the exact time that you need in the process … with clear step-by-step guidance all the way.

You get to focus on creating high-value content and perfecting your e-persuasion!

Remember, it's your "words" that have the greatest impact on your Web site… and business. So that's where most of your time and energy should be directed.

Our best wishes as you **write** to success! PREsell... then sell! **You can do it!**

Site Build It! Site Build It!

Site Build It! (SBI!) is the only all-in-one site-building, site-hosting, and site-marketing product that makes it easy for you to build a professional, popular, and profitable business online.

Thousands of small businesses of all kinds -- auction sellers, service-sellers, local businesses with local clients, affiliates, information-publishers , those with existing online businesses/e-commerce sites, network marketers, etc. -- have used **SBI!** to build a **Web site that works!** See the proof at…

http://results.sitesell.com/

Sites built using **SBI!** consistently get a high level of traffic. Traffic is critical for your future success. Without traffic, you have just another unvisited and/or unshopped Web site floating around in cyber space. That's not the case with **Site Build It!.** 51% of **SBI!** sites fall within the top 6% most popular sites on the Internet as a recent Alexa.com survey shows…

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

The **SBI!** process makes success so simple, so **attainable...** you build your site, we host it, traffic grows. No HTML, FTP, CGI, graphic or programming skills are needed. No Search Engine expertise is required. You get all the tools you need to build, market, and manage your site effectively, all in one place. **SBI!** is also compatible with the leading HTML Editors, if you prefer to build Web pages using your familiar and favorite editor.

Anyone, regardless of his or her Net experience or type of business, can use **SBI!** with **confidence and achieve "Top Percentile" results.**

Or if you are pressed for time, you can hire an **SBI! Certified Webmaster** to build your site for you…

http://directory.sitesell.com/

There is nothing nearly as complete as **Site Build It!'s** total business-building approach. Motivation is the only additional ingredient required.

http://buildit.sitesell.com/compare/compare2.html

You just do your business and thrive, **in a tenth of the time, at a tenth of the price,** using a proven system.

For those of you who want to hear it "straight from the horse's mouth," Rupert Farrow, from Australia, shares his experience with **SBI!** …

http://buildit.sitesell.com/case-studies/affiliatemarketing-1.html

http://buildit.sitesell.com/case-studies/affiliatemarketing-2.html

SBI! meets all your needs. If you'd like to know how **SBI!** can help you, please call…

1-888-987-3669 (+450-458-5613 outside of North America)

… or visit…

http://question.sitesell.com/

An actual (and successful) **SBI!** user will provide real answers and personal advice, based upon first hand experience.

Thanks to **SBI!,** you can now truly realize the potential of the Net. All you have to do is... **BYOBAM!** (Bring Your Own Brain and Motivation!) **SBI!** supplies the rest.

http://buildit.sitesell.com/