

Increasing Sales From Your Web Site

Powerful Sales Words

- Free
- Amazing
- Secret
- Truth
- Unique
- Safe
- Guarantee
- Authentic

Free is the MOST powerful word

- Free Implies Value
- Free offers off your website is imperative!
- Free shipping
- Buy One Get One free

Commands and Need for Urgency

- We are all trained on Direct commands
- Stop, Listen, Now.
- Give direct commands of what you want people to do Buy Now! Buy Today! Click Here NOW! (see the exclamation point
- Create a need for urgency. Dell is the PRIME example of this. Use dates, expire offers

Little things add up

- What sets you apart
- Why should people buy from you
- What makes you better
- Know your competition