

# MAKE YOUR **2002** SITE SELL!

## It All Starts with **The Product.**

“Ce n'est pas bien, bien compliqué,”

as we say here in Québec, Canada.

Translation?

**“It's not terribly complicated.”**

If your products deliver poor price/benefit ratios,

or are inappropriate for sale on the Web,

quit wasting **your** time.

Quit wasting your **visitors'** time.

Don't sell via the Web.

**Develop a sizzingly great product**

**that is appropriate for the Web.**

**Then write a Web site that SELLS.**

