

# MAKE YOUR **2002** SITE SELL!

## How to Turbo-Boost Your Site's **SALES POWER**

by Ken Evoy, M.D.

**Your Web site either makes the sale, or it doesn't.**

Ninety-nine out of one hundred sites **don't** get the order.

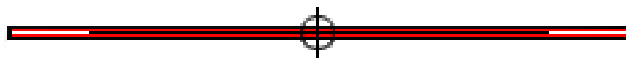
We blame that on gun-shy, suspicious, scared Web-consumers.

**Wrong.**

**This book is about joining the one in a hundred**

**who know how to sell on the Net...**

**It's about **getting the order.****



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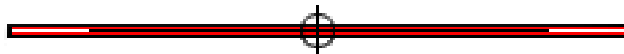
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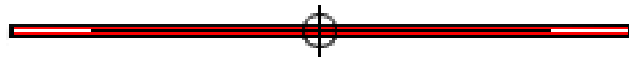
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**Second Edition 2001. ISBN 0-9684292-6-2**

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Dedicated to Janice, Nori, and Yuki,  
the wonderful woman and two darling girls that **are** my life.  
Thank you for your patience that allowed me the endless hours  
of pounding away at the most important,  
and best, work that I've ever done.  
I love you, more each day.



# Foreword

By Joel Leonoff

Joel Leonoff also wrote the foreword of the first edition of MYSS!. His perspective for this second edition, MYSS! 2002, is invaluable. Joel is now the COO of a new company, SureFire Commerce, a transaction-processing company that already processes over \$1.5 billion online. In December 2000, SureFire acquired SiteSell.com, closing the circle on a fascinating relationship between Joel and Ken that started "way back," when Joel was a 13 year old all-star pitcher and Ken was "Coach."



Adversity is to me... a tonic.

-- Sir Walter Scott

**It seems like just yesterday** that I wrote the foreword to the first edition of **MYSS!**. And yet it also seems "forever ago," in a world and an era so far, far away. In that short time, I've watched from my post at three successful Net companies, the stratospheric rise of the dotcom economy, followed by the cataclysmic dotbomb.

Through it all, good times and bad, I've watched Ken and his company, SiteSell.com, steadily and rapidly grow. I've actually been witness to the "birth of a guru." I've seen **how** Ken does it. He recognizes what small businesses need and then, as he likes to say, he "OVERdelivers like crazy."

When I wrote the **MYSS!** foreword, Internet mania/hysteria was running rampant. Dot coms were popping up everywhere. Venture capitalists were competing to throw money at raw concepts. Stock options fed the craze. College students joined Net startups, expecting to ride those rocket ships to riches and glory. Everyone obsessed over their online stock portfolios.

Fast forward three years. Dot com mania is dead. Stock markets are back to normal. Companies focusing on e-commerce and other Net initiatives must once again **generate both cash and profits** in order to survive and appreciate in value. (What a radical concept!)

The good news is that adversity brings opportunity. It shakes out the weak. It eliminates the crazed "give it away free" business model. Those companies never had a chance, but they certainly made it hard for others -- how do you compete against "free"?

Ken never bought into the "free" model, and neither did I. As Ken likes to say... "A

customer that pays zero is worth zero.” In our “back to normal” business environment, customers are willing to exchange value for value. **Good companies will once again grow and prosper, building real equity.**

SureFire Commerce Inc., the company where I now devote all my passion and energy, is built on the proposition of value for value. We are one of the few e-commerce companies that has grown revenues significantly, generated cash, and maintained respectable value in a sea of e-corpses after the sinking of the e-Titanic.

**Our lifeboat?** Seasoned professionals that built value upon value in our online transaction processing business. And now, we turn our attention toward **small business enablement on the Internet**. Of course, you know where this is headed.

Who would have thought, way back when Ken and I met again, decades after our baseball days, that Ken would become an integral part of the Surefire team? Well, a couple cups of coffee and a few crazy thoughts have resulted in just that.

It’s a wonderful marriage -- we have the expertise needed to provide “best of Net” small business tools. And, as Ken says, “I now have the ‘big company’ resources needed to sculpt the way for small businesses to succeed.”

And that is Ken’s mandate exactly... **enable small businesses to succeed.**

Forget today’s adversities -- they are the **tonic of opportunity**. E-commerce is only in the top half of the first inning, one man out and a man on first base. In the 1920’s, there were hundreds of car companies. Most died. But the car remains a vital part of our lives. E-commerce will be exactly like that, except 100 times more vital.

We are now playing by the proven rules of business. What better timing for **MYSS! 2002?** Every section has been updated, and hundreds of new pages of valuable content added. Ken’s revelations and seasoned strategies are “must do” for any business that hopes to “make it.”

This new edition, unlike the first, does not OVERdeliver... it **OVER-OVER**delivers. I am truly amazed. My advice to you is to do what SureFire Commerce is doing. Harness Ken’s brilliance and insight to guide your business. Good luck to you -- I hope to see you in the winner’s circle soon! And to Ken...

I look forward to our next cup of coffee!



# 1. How to Use MYSS! 2002

This book has many special features to enhance your reading experience.



## 1.1. Links to Spots within MYSS! 2002

You know how sometimes you read something in a book, and you say, “Now where the heck did I read about that?”

Well, **MYSS! 2002** has **internal links**... links that take you from one part of the book to a related section. So you can easily find and re-read a topic. These links appear in **blue** and are underlined.

**Usually**, clicking on such a link will take you to a relevant listing in [the Index](#) -- this is a separate file, labeled **Index.pdf**. From there, you can link through to relevant discussions. Go ahead, click on [the Index](#). (To return here, click in the left or right **margin** of the page -- more on the **Back** function later.)

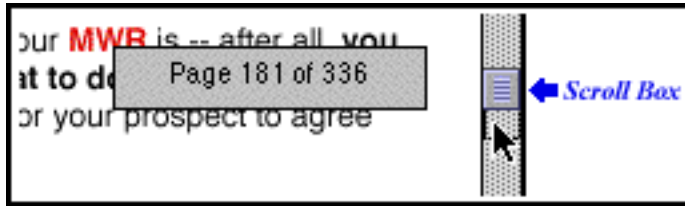
**Occasionally**, clicking on an internal link will take you **directly** to another spot in the book. For example, suppose the book mentioned [the Foreword](#). Clicking on [the Foreword](#) will send you directly there because there is no reason, in this case, to send you to the Index.



## 1.2. Navigation Features

**MYSS! 2002** makes navigating easy. Here's how to move around the book...

- **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...



Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

Clicking on the Scroll **Arrows** (at the bottom or top of of the Scroll Bar, **not** shown in illustration) will **advance** or **reverse** the page one **line** at a time... holding an Arrow down will scroll the page continuously.



- **Arrow Keys** -- Pressing the **m** or **i** cursor key **on your keyboard** will **advance** or **reverse** the book one page at a time.



- **Table of Contents** -- Click on any numbered heading **in the book** to go to the **Table of Contents** -- this is a separate file, labeled **TOC.pdf**.

When you are in the Table of Contents (TOC), click on any heading to jump to the corresponding part of the book.

Try it now by clicking on the heading for this section ("**Navigation Features**"). It will take you to the the appropriate part of the **TOC** in TOC.pdf. To return **here**, just click on the **appropriate heading** in the Table of Contents.

## [ **SIDEBAR** ]

When you have more than one **MYSS! 2002** file open at the same time, you can **also** manage them via the **Window** menu in your Acrobat software...



- **Index** -- **MYSS! 2002** has an index. It is a separate file, labeled **Index.pdf**. There are two ways to access it...

- Click on blue underlined links in the book. This will usually send you to the relevant listing in the index. Try it now for [MWR](#). (To return here, click in the left or right **margin** of the page -- more on the **Back** function below.)
- Click on the **page number** (bottom right corner of each page). This will send you to the first page of the index. On the bottom of that page, you will see [the alphabet from a to z](#). If you are looking for “**media**,” click on the [m](#) link. This takes you to the first page of the **m**’s in the index. Scroll until you find “**media**.”

After you find the desired topic in the index, click on any referenced page number **to link directly** to a relevant discussion. Each page **number** is preceded by a **letter**. This indicates **which volume** (PDF file) of **MYSS! 2002** contains that particular discussion...

- **m.** -- Main Volume -- **MYSS! 2002.pdf** is the file that you are **now** reading.
- **p.** -- Product Volume -- [click here to open Product.pdf](#).
- **t.** -- Traffic-Building Volume -- [click here to open Traffic.pdf](#).
- **s.** -- Store Volume -- [click here to open Store.pdf](#).

So, for example, let’s say that you see “[t.142](#)” following a topic in the index. Clicking on “[t.142](#)” will hyperlink you straight to page 142 of the Traffic volume. No fuss, no muss.



- “**Back Buttons**” -- The entire left and right margins of every page are giant, invisible “**Back buttons**.” Click in either margin to **trace back** to the previous page you were on, even if you were in a different file. Click again to trace another page back.

When you click in a margin, it turns black, and when you release the click, off you go! Here’s what it looks like...



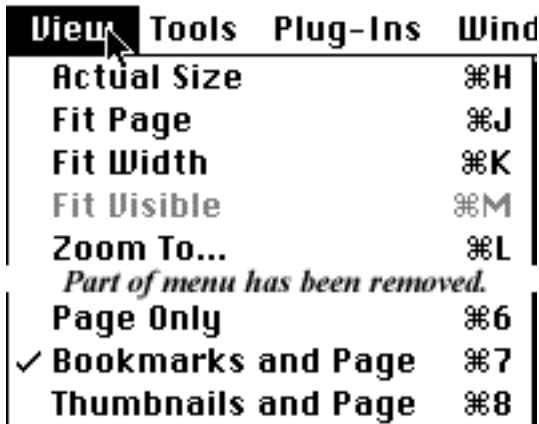


This feature is especially useful after linking to another part of the book. Once you read that material, **you'll likely want to return to your point of origin.** Clicking in either margin sends you straight back, so you can pick up where you left off.



- **Bookmarks** -- This is useful for those with larger monitors. If you have a smaller monitor, you will likely find that it chews up too much "monitor real estate."

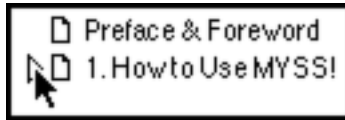
Under Acrobat's **View** menu, change from **Page Only** to **Bookmarks and Page.**



A set of bookmarks will appear in the left margin. We'll use the original **MYSS!** as an example. Here's what the bookmarks for the first two chapters looked like...



The triangle to the left of "1. How to Use **MYSS!**" means that there are "sub-bookmarks." Move your cursor **over the triangle**, like this...



Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...



**Now... here's the whole point of bookmarks.** Move your cursor over the “**Links to the Web**” bookmark until it turns into a “hand with pointing finger,” then click...



Clicking on **Links to the Web** sends you to that section. Click on **any** bookmark to leap to the beginning of any section of the book.



- **Straight Page Jumps** -- At the bottom of your Acrobat screen, you will see...



Click on it. Then, in the window that pops up, simply enter the page number that you want to jump to. Then click “OK.”



## 1.3. Viewing Features

[Click here to open a preference window](#) -- in this window, **uncheck** the box beside “**Open Cross-Document Links in the Same Window**”. **Why?**...

**MYSS! 2002** links across its many PDF files. This is best done by opening each such link in a **new** window, and **not** in the same one.

Now, still in the preference window, set the **sharpness**. Would you like the text of **MYSS! 2002** to appear **smooth** like this?...

Your Web site either makes the sale, or it doesn't.

... or **sharp** like this?...

Your Web site either makes the sale, or it doesn't.

If you prefer the **smooth** look, **check** the box beside “**Smooth Text and Monochrome Images**.” Otherwise, leave it **unchecked**...

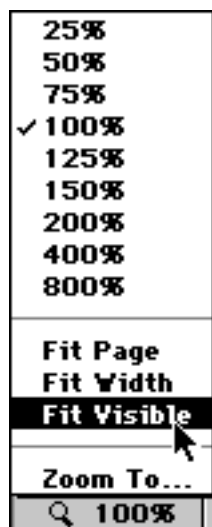
You can also set **magnification** and **page display layout** in the window above, **or...**

- **Magnification** -- Generally, the best **magnification** to view **MYSS! 2002** is **100%**. But if you want to adjust this, look down **to the bottom** of the Acrobat software's screen. You'll see something that looks like this...



Click-and-hold on it.

You'll see it snap open to...



Then **enter or select the magnification** that you prefer.

**If you have a small monitor (15-17")...**

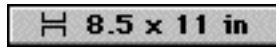
To make the words as large as possible, **maximize MYSS! 2002's** window so that it takes up **the whole monitor screen**. Then click and choose "**Fit Visible**" (as shown above). Experiment with different settings.

**If you have a large monitor (19" or greater)...**

**Maximize MYSS! 2002's** window so that it takes up **the whole monitor screen**. Then click and choose "**Fit Page.**" This fits one entire page into the vertical dimension of **MYSS! 2002's** window (convenient for reading). Experiment with different settings and window sizes, as well as page display layouts (next)...



- **Page Display Layout** -- Just to the **right** of the magnification setting, you'll see...



If you click on it, you can choose between the following page layout options...



**Single page** -- displays one page in the document at a time.

**Continuous** -- arranges the pages in a continuous vertical column for easy scrolling.

**Continuous - Facing Pages** -- arranges the pages to appear side by side. This is only a good choice if you have a **gigantic** monitor.



Single Page layout



Continuous layout

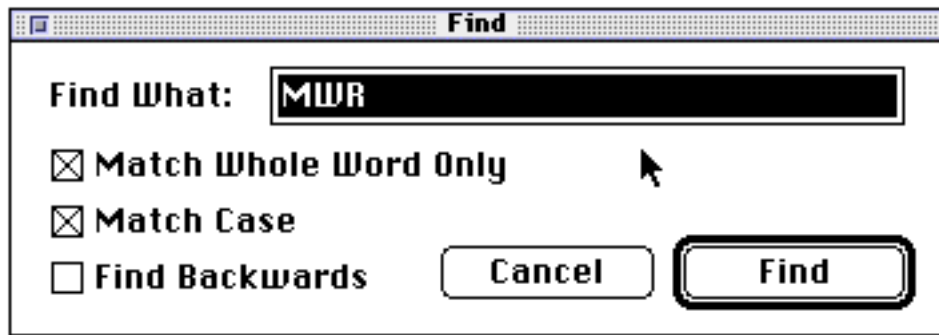


Continuous-Facing Pages layout



## 1.4. Search Features

To find a word, hit either **Control-f** (Windows) or **Command-f** (Mac) to bring up the Acrobat Find window...



In the example above, you are searching for **MWR**, (abbreviation for **Most Wanted Response**).

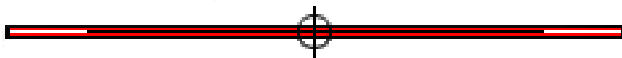
Since you are looking for exactly **MWR**, you click “Match Whole Word Only” -- if you wanted to catch any word with **MWR** in it (ex., **MWRs**), you would not click this box.

Because **MWR** is abbreviated with capital letters, you ask it to “Match Case.”

Finally, you decide to look for **MWR** starting from the front of the book, instead of from the back, so don't check “Find Backwards.”

Once you're done, hit the **Find** button.

If you'd like to find the next occurrence of **MWR**, just hit either **Control-g** (Windows) or **Command-g** (Mac). You'll go to the next **MWR**, without having to pop up the Find window again.



## 1.5. Print Features

You can print this document in the usual fashion. Please respect [the intellectual rights attached to this book](#). Do not make copies for others.



## 1.6. Links to the Web

Links to the Web appear like this...



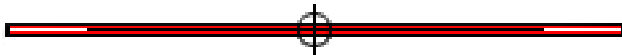
**Make Your Site SELL!**

<http://myss.sitesell.com/>

To hyperlink to the URL, open a connection to the Internet. Then click anywhere **on the graphic**, on the **black title**, or on the **blue URL** to go there. **But first, MYSS! 2002** needs to know which Web browser to use.

[Click to open this preference window](#) -- then...

- Click **Browse** (for Windows users) or **Select** (Mac users). In the window that pops up, **find your browser, select it**, and click **Open**.
- See “**Connection type**”? “**Standard**” is fine if your browser is not offered as a choice. And ignore the other settings -- the default selections are OK.
- Then click OK.

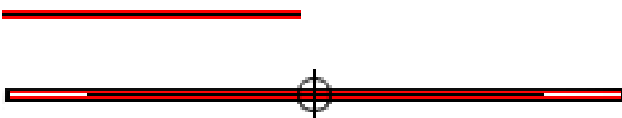


## 1.7. Sidebars

**A sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...



**A sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...



## 2. Introduction

No matter what you offer on the Web, **your site must SELL!**

Are you selling digital goods like software, videogames, or infoproducts (like this book)?

Perhaps you offer world-class consulting on your special area of expertise?

Do you sell freezers to the Inuit people (to store the ice you sold them), or other hard-good widgets?

Are you simply selling the image of your company?

Or are you just thinking about selling through a Web site?

Maybe you're looking to expand regional sales into global distribution?

No matter **what** you want your Web site to sell, this book shows you **how...** like **no** other book ever has.

When you use the experience-proven strategies in this book, you will attract motivated, targeted customers to your Web site. **Then you will sell them.** Period.

**If you already have a Web site**, this book (**MYSS! 2002**) will show you how to convert it into a killer sales machine.

**If you don't have a Web site**, but are planning one, terrific! No errors to correct. **MYSS! 2002** will show you how to convert a blank piece of "digital paper" into a **strong site that SELLS!**

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### [ **SIDEBAR** ]

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From here on in, whenever you read the word "**product**," please understand that I use it to include hard goods, digital products, professional services, Net auction items, and even knowledge-based consulting skills... in short, **whatever you're selling**. The principles of **MYSS! 2002** are universal -- they work, no matter what you're selling on the Web.



## 2.1. Why You Need MYSS! 2002... Today

No Web presence yet? Or just starting the process? Here's the good news...

**Not all** companies sell on the Web. But their numbers are growing -- and quickly too! Many surveys show that **most businesses** who have yet to establish a Web presence intend to do so soon. Those who don't...

Stand to lose out on a big piece of what is fast becoming a rather substantial pie!

Other studies show that **consumers** have already started a serious shift towards buying via the Web.

Recent survey headlines by respected companies support this developing trend...

- Despite a lack of venture capital investments and some high profile failures, the North American Internet Retailing segment is on pace to surpass \$29.3 billion, a 75 percent increase over last year's revenue (Gartner Group).
- Sales either closed (or influenced) online will reach \$830 billion by 2005 (Jupiter).
- By 2005, U.S. online retail sales will total \$269 billion, or 11% of U.S. retail sales (Forrester).
- Business-to-business commerce will experience astounding growth over the next five years, rising to \$6.3 trillion in 2005 from \$336 billion this year (Jupiter Research).



Better still...

The Net is **just starting to hit its stride!** The expansion from a primarily North American-based phenomenon to a world-wide one is beginning in earnest. People are taking to the Web in droves. Every man, woman, child, and teenager is wholeheartedly embracing the Web.

Everywhere.

**For them... it's information, access to a world-wide market, and products they can't get locally.**



And for you?...

**An eager and increasingly expanding marketplace.** It's a classic win-win situation. See for yourself...

- European Internet users are increasingly comfortable with e-commerce (Net Value).
- Russian e-commerce revenue is set to increase nine-fold in the coming year (International Data Corporation).
- Indian commerce revenues are set to rise from \$75 million to \$254 million by the end of next year (eMarketer).
- Online shopping is popular in Belgium... giving the country an e-commerce market worth \$309 million (Insites).
- Internet sales in Scandinavia will account for more than 10% in the main online retail categories by 2005 (Jupiter).



Bottom line?

This mass movement **will dramatically alter the way the world buys and sells just about everything.**

Which all boils down to a simple, but dramatic, conclusion...

**If you're not selling like crazy on the Web soon, you are toast.** And it's your competition who will be doing the toasting.

... And if you're **not** part of a large company, this is **the opportunity of the millennium**, especially if you're just an "average Joe."

Because as long as bandwidth remains tight and for as long as the Search Engines remain affordable, you are on an **equal footing** with Microsoft. Really.

Yes, the Microsoft site has thousands of pages. Yes, your site is a lot smaller and you're an unknown...

But when a visitor hits your **Home Page**, **you** own the screen. You have the same initial opportunity to grab a visitor and send her down a pathway to a sale.

**But the time to act is NOW!**

Don't dare delay any longer! Seriously! Already the Search Engines are making a discernible shift towards "pay-per-listing", or "pay-per-inclusion" rankings. What I predicted in the first edition of **MYSS!** is coming to pass...

**... the barriers to e-commerce are slowly rising.**

But you've still got time if you hurry and get started. **Large or small, grab this opportunity and start selling now.**

Seriously. Do it!



### 2.1.1. **Already** On the Web?

Right now, at this very moment, someone is browsing your Web site. It's make-it-or-break-it time.

Do you know why most sites fail? It's because they are developed with either the wrong mindset... or **no** mindset at all.

Web selling is about selling one customer at a time... **one-to-one selling**... you and the customer together talking about her needs and wants. Web selling also has two important features to consider...

**1) the customer sought you out -- this is a big positive.**

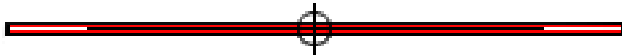
**2) there are a million other guys who want a few minutes from her as well. And since you are just a "virtual vendor," the customer can click you away in a second... without even feeling bad about it! This is a huge negative.**

Empty whatever concept you have in your brain about Web selling and replace it with the above. **Do not go any further until you can visualize you and your customer together, with that big positive and that big negative firmly in mind.**

Ready? Great! Let's continue...

During your one-to-one meetings, you will meet all kinds of customers. Some will almost be pre-sold and immediately deliver your [Most Wanted Response \(MWR\)](#).

Other people will have zillions of questions and head down all kinds of side paths and tangents. A skilled salesman never loses track of the ultimate goal -- getting the **MWR**. **This is exactly what your Web site must do, and will do, once you read and use this book.**



### 2.1.2. Just **Thinking** About It?

**Selling on the Web is an exceptional and exciting business opportunity for E-V-E-R-Y-O-N-E...**

- Very affordable start-up investment
- Low promotion costs
- Low staffing/operational expenditures
- Simple to automate
- Work at own pace (solo marketers)
- Worldwide customers, easy to reach
- Easy and inexpensive to test, lowering risk
- Quick to generate income.
- Easy to measure customer response and effectiveness of advertising
- Multi-dimensional. More on this [below](#).

**So stop thinking -- there's nothing to think about.**

**Do!**

**Your competition is already passing you by.** As a communication medium, the

Web outranks Gutenberg's printing press, Marconi's wireless, and Bell's telephone... all rolled together. Entire industries sprang up, and others disappeared under those steamrollers of revolution.

The Web will wreak similar havoc to the business landscape over the next few years.

It doesn't matter what your business is, or what you think of the Web, or whether you're worried about ruining conventional distribution channels, **get your business on the Web and make your Web site SELL ASAP...** or sooner.

If you can't see an obvious way to sell on the Web, **your competition will.** And you'll be the one who gets the worm's eye view of the steamroller!

And "what's in it for you" as an individual?

You will never again see such a low risk, high reward opportunity -- a true chance to grab the brass ring without betting the farm. **If you have any kind of expertise, or hobby that can be turned into a business, or idea for a product to sell...**



**... stop thinking and DO!**

In five years, when the typical surfer zooms at a thousand times the speed of today, when Search Engines are no longer free or affordable, the entrepreneurial dream will be far harder and more expensive to reach.

**Get going!**



### 2.1.3. Save a Bundle!

Okay, if you bought this book thinking that **MYSS! 2002** stands for "**Make Your SITE SAVE**"2002...

... then this section is for you! 😊

Sure, we all know that the Internet can make you money. Heck, you're reading the

best resource for doing just that! But the Internet represents a fantastic savings opportunity as well.

Need to recoup some of that start-up cash? Here's how to do it...

- **Recruitment** -- Access an extremely targeted, educated work force by advertising on your site. If you're running a business requiring individuals with specialized skills, this is the route to go!

- **Customer Service** -- Your "1-800" numbers cost you a bundle, as does the staff required to operate them. It's time-consuming and inefficient. One-on-one customer service can be virtually eliminated by an extensive **Frequently Asked Questions** (FAQs) section on your corporate Web site. For more extensive help requirements, allow users to download PDF manuals and/or put "how-to" info your site.

- **Employee Training** -- Use your Web site to provide staff with the educational resources necessary to remain knowledgeable -- post lectures, tutorials, new software, bulletins, lessons -- anything! Save the expense of costly person-to-person seminars.

- **Cost Cutting** -- Send e-mail to eliminate the need for costly long distance phone calls and faxes. E-mail documents to clients and business partners, and reduce your monthly courier bills!

- **Increased Efficiency** -- Using e-mail means your clients have documents in minutes, not the hours or days it takes with even the best courier companies. The faster you get documents to and from clients, the faster the job gets done, and the happier your clients are! Happy clients = great business!



Don't tell me you need more reasons for a Web presence?

Sigh! You're insatiable! 😊

- **Keeping Your Clients** -- People like to surf. Yup, hardly the most profound statement you're likely to read in **MYSS! 2002**, but an important one at that. If your offline customers can't deal with you online, you risk losing a percentage of them to other competitors who offer the convenience of Web shopping and ordering.

- **Brand Yourself as Modern** -- “What’s your Web site address?” is a question that you can answer proudly... “My Web site address is [www.mycompany.com](http://www.mycompany.com).” Rather than... “Uh, umm, we don’t have a Web presence at this time... mumble, mumble.”

Seriously, Folks, a Web presence is the sign of a company that's “**hip.**”

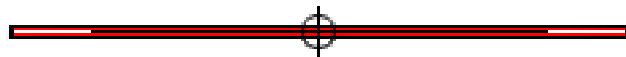
- **Product/Company Visibility** -- Even a modest professional Web presence can dramatically increase your company’s visibility, introducing it to a world-wide market.

- **Shopping Alternatives** -- Show your clients you’re in tune with their needs and desires by enabling them to acquire your products/services at a time that is **convenient to them** -- even if it's 3 A.M. and you’re asleep.



See? You’ll actually lose money by not establishing a Web presence **NOW!**

You really have no excuses!



## 2.2. E-commerce is Alive and Well!

“The reports of my death are greatly exaggerated.”

-- Mark Twain, 1835 - 1910



No doubt about it.

Internet start-ups and “dot-com” businesses have gone **from media darling to...**



... media monster.

And yet, here is **MYSS! 2002** insisting that you can **still build a successful online business** -- without a degree in marketing, piles of start-up cash, or venture capital connections.

**I bet you're thinking...** "Hey, Ken, what gives?... Didn't I just read about the NASDAQ plummeting? About dot-com companies folding by the truckload? About companies that had previously raised tons of joint venture capital suddenly finding the cupboard was bare? What about multi-million dollar online ventures like Boo.com falling flat? Everywhere I turn, I seem to be reading something about some dot-com venture gone awry. And you're telling me I can run my own profitable Internet biz? C'mon Ken, what's up with that?"

First of all... great questions! 😊



Now, the answers...

Yes, the NASDAQ has plummeted, and dot-coms are failing, but that doesn't mean the Net's not a great place for your business.

Huh?

Okay, okay, gimme a minute and I'll explain...

**The media loves BIG stories.** Much, much, more so than they love little stories. That's why you're more likely to hear about the spectacular downfall of some huge multi-million dollar venture than the quiet successes of thousands of small mom-and-pop businesses. It's sensational. And an exciting story like that sells more newspapers and magazines.

Also...

The Net ushered in a new gold rush. The media was ripe with stories of exploding profits, spiraling share prices, and unprecedented earnings. This triggered one of the more base human desires...

### **Greed.**

Greed spurred on the ensuing stampede of fortune-seekers to the Internet, and turned the minds of savvy marketers into mush. That same greed motivated venture capitalists to put buckets of money into new companies that were nothing more than smoke and mirrors.

With that said, you've got to ask yourself...

**Is it really all that surprising that greed, little or no business plan, gross mismanagement, and a brand-new marketing medium add up to disaster?**

Not really.

It was these same companies that focused entirely on building **marketshare**. They forked out buckets of money to acquire customers at any costs. And marketshare means nothing unless it generates **revenue**.



Bottom line?

Investors got tired of seeing their money going out the door, without any of it coming back. And when they called in the chips?...

**CRUNCH... SMASH... TINKLE!**

There goes the NASDAQ!

But guess what? To those "in the know," the crash was inevitable. Companies were so over-valued, they had only one place to go. Down.

As the Net goes through more growing pains, you're likely to see adjustments here and there. Don't worry about it. All you need to know is...

**MYSS! 2002 is about revenue -- getting the sale** (i.e., **mastering the BIG 3**, building relationships with customers, **SELLING** to your customers).



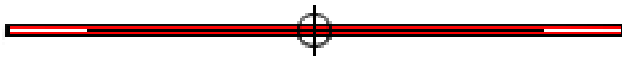
**MYSS! 2002** is a book for **mercenaries** -- not **dreamers**. **I want the sale. You want the sale.** With the tools in this book, you'll get the sale.

Yes, the Net is still a great place to take your business, provided you do your homework, and have a solid business plan. Working a niche market? Outstanding! That's where the greatest opportunities lie!

Absolutely... e-commerce is alive and well.

Now...

Go get 'em!



### 2.2.1. It Doesn't Take Lots of Money!

If you listen to the stuffed shirts talking from their 30th floor mahogany-paneled executive offices, you'd think a decent e-biz can't be started for less than \$50,000.

**Not true!**

**A profitable mom-and-pop e-biz can be up and running for significantly less than \$1,000.** Of course, if you really **want** to spend \$50,000 to get started, plenty of people will happily take your money! Seriously, you don't need much to begin.

The basics of [HTML](#) are simple to grasp. Sharp-looking, effective Web sites are easy to build. Web hosting is becoming more and more competitive. Various third party options are available for credit card processing so you won't need a big bank deposit for your merchant account. Free "store" software makes selling multiple products a breeze. Cut and paste applications allow even technophobes to simply implement complicated programming feats on their sites. Low cost advertising options are springing up all over the place.

All of these facilitate your smooth entry into e-commerce.



There is a potential fly in the proverbial ointment, however. [Search Engines](#) (SEs) are slowly switching to a "[pay-per-inclusion](#)" model. How will this affect you?

SEs are crucial to the success of your e-biz. **You must be listed in their databases in order to generate substantial traffic. And traffic is the life-line of your business.**

**Ignore Search Engines at your peril.** Pay-per-inclusion only adds an extra few hundred bucks to your start-up costs. It's well worth the investment.



Getting started on the Net is becoming easier and easier. Barring the SEs' gradual move towards paid listings, it's also becoming cheaper. Things are improving on an almost daily basis. There are just so many more options available now than they were when I first wrote **MYSS!**.

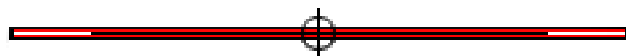
What are the absolute necessities to get started?...

- A HTML editor (preferably a [WYSIWYG](#) one)
- This book (congratulations, I see you have it already!) 😊
- A [graphics editor](#)
- Own domain name, plus hosting fees
- The odd "how-to" book for technical issues
- A business plan.

Yes, your own successful Internet business is as practical now as it was when I first wrote **MYSS!**. In fact, it's even more so.

Luckily, you have an **edge...** an unfair advantage. You have...

... **MYSS! 2002.** 😊



## 2.3. MYSS! 2002 is For Everyone

I make only one assumption about **you**, dear reader...

You want your site to **SELL**.

If you don't know "what" you want your site to **SELL**, read no further. **But if you want your Web site to SELL a product, service, brand, or image**, this book will provide the resources you need to prosper... no matter **who** you are or **what** you do.

For example...

**For the one-person-show netrepreneur, MYSS! 2002** is an invaluable total-package guide to sales success. Of course, if you are reading this in your home office, sitting in your shorts with your feet up on your desk... when you read words like "sales department" or "marketing people," simply read "**you**" instead.



**Or** perhaps you have a **specialized role at a mid-to-large company**. Want to become **invaluable** to your company? **MYSS! 2002** will help you **fill the information gap** between the "propeller-heads" and the "suits."

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### [ **SIDEBAR** ]

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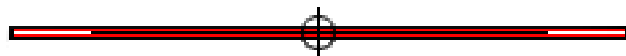
The roles of sales versus marketing in a sales-oriented Web site are light-years apart. [You will see why later in this book.](#)

---

Whether you are launching your first product on your own, or working for a humungous multinational, the information in this book **will** make you a **Web sales expert**.

Want your site to **SELL**?

Simple solution. Start reading...



## 2.4. Jump the Tech Ropes...

[Earlier](#), I provided you with a short list of the bare essentials needed to get your own e-biz going. If you're a technophobe who read that list in horror, please take note...

**MYSS! 2002** assumes you have **zero** technical knowledge. Don't know [HTML?](#) Doesn't matter. It's not necessary to have any sort of programming knowledge to get the most out of this book. **MYSS! 2002** is **not** intended to teach you HTML, [javascript](#), or any other kind of techie stuff.

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### [ SIDEBAR ]

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However... If you **are** a do-it-yourselfer, we'll tackle the best way to get you started with the technical stuff in the next couple of sub-chapters. Prefer to get the **big picture** first? Just [skip ahead!](#)

---

Nowadays, it's the techies and designers who tell business people how to do their sites. This is wrong. They don't necessarily understand your business, your products, or your customers.

(Of course, **if you're a techie or designer**, this book will shoot you a quantum leap forward -- and help you understand the needs of the biz people who write your checks!)

When you finish this book, you will know what you want your Web site to do.

You will have the power and knowledge to **direct techies and designers to get what you want...**



... a Site that **SELLS!**



### 2.4.1. HTML -- Getting Started!

**HTML** stands for “**Hypertext Markup Language**” and it's the main programming language lurking behind all those millions of pages floating up there in cyberspace.

The basics of HTML are quite simple. Once you learn the basics, you will understand how Web pages work.

It's important that you purchase a good HTML editor -- preferably a **WYSIWYG** one. This will allow you to build attractive, functional Web pages without spending a lot of time learning the finer points of HTML programming.

Please don't waste your time learning complicated techniques. **MYSS! 2002** is about selling on the Web by focusing on your customer's needs, establishing a **MWR**, and writing powerful sales copy. It is **not** about flashing whirligigs and beautiful graphics that only serve to distract your customer. Concentrate on the basics!



Let's get you pointed in the right direction, so you can get up to speed on Web page programming.

Here's a great book that provides a solid starting point for beginners who have no programming experience. It will teach you all you need to know as quickly and as painlessly as possible...



**Sam's “Teach Yourself HTML 4 in 24 Hours”** by Dick Oliver  
MacMillan Computer Pub, ISBN 0672317249

Peachpit Press publishes the “Visual Quickstart Guide” series which teaches effectively and efficiently...



**HTML For The World Wide Web** by Elizabeth Castro  
Peachpit Press,  
ISBN 0201354934

There are tons of great **HTML** learning resources on the Net. Here are a few. If you feel the need for more, surf over to your favorite Search Engine and type “HTML tutorial” into the search box...



The WDL

<http://www.stars.com/Authoring/HTML/Intro/>



Webmonkey

[http://hotwired.lycos.com/webmonkey/authoring/html\\_basics/](http://hotwired.lycos.com/webmonkey/authoring/html_basics/)



Sizzling HTML Jalfrezi

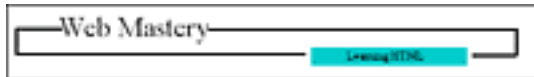
<http://www.jalfrezi.com/>



**HTML - An Interactive Tutorial For Beginners**

<http://www.davesite.com/webstation/html/>

Here's an index for finding HTML learning resources on the Web. A handy site...



### Learning HTML - HTML Tutorials

<http://www.devry-phx.edu/webresrc/webmstry/lrntutrl.htm>



Building your Web pages using a HTML editor will make your life much easier. These programs **eliminate** the need for complex coding, so you can concentrate on the “look, feel, and copy” of your page. It is, however, to your benefit to have a rudimentary knowledge of HTML, because as good a job as these programs do, it's often necessary to “**tweak**” **some of the HTML manually**. Check out...



### Allaire HomeSite

<http://www.allaire.com/products/homesite/>

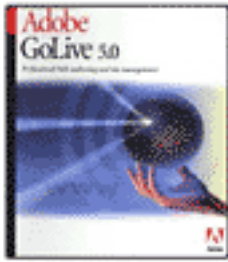
Growing in popularity are the **WYSIWYG** editors.

Pronounced “whizzy whig”, (no, I kid you not!) and short for “**What You See Is What You Get**,” these programs allow beginners to build complex pages by simply “dragging and dropping” onto the work area. Presently, they are the most popular (and also the most expensive) editors available.

Purists feel that these programs generate too much extraneous code, and the best pages should be hand-constructed. Possibly. But you're not hand-building a Rolls-Royce here -- all you need is a Chevy. And these will work just fine for that.

Most of these companies offer free trial downloads, so be sure to try before you buy!

**Adobe** has discontinued its popular Page Mill (although you can still find it around) and replaced it with this product, in order to compete directly with Macromedia's Dreamweaver...



### Adobe GoLive 5.0

<http://www.adobe.com/>

Microsoft... love 'em, or hate 'em, here's their editor...



### Front Page 2000

<http://www.microsoft.com/frontpage/>

The most powerful and expensive of these three, **Dreamweaver** is considered the cutting edge...



### Macromedia Dreamweaver

<http://www.macromedia.com/software/dreamweaver/>



Don't have the finances to purchase an editor? Like to do a little experimenting first? **Arachnophilia** is a freeware editor that does a pretty decent job and is simple to use...





Arachnophilia

<http://www.arachnoid.com/>

Other shareware and freeware editors are available at...



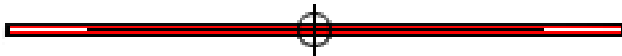
Tucows

<http://www.tucows.com/>



Let's move from these HTML resources to the next important element...

## Graphics!



### 2.4.2. Graphics For "Do-It-Yourselfers"

If you're dreaming about a flashy Web page, with lots of animated [gifs](#) and stunning image maps...

Finish reading **MYSS! 2002**, and then come back here!

Seriously! I'm not kidding.

Amazing graphics **don't make sales**. They increase page loading time, so your visitors arrive (if they even bother to wait) impatient and irritated. Even if your graphics are especially compelling, all they do is distract the customer from making the purchase.

**Not good!**

The most important thing on your Web site is the **TEXT!** Forget about the graphics.

All your Web page needs to be is clean-looking, neat, attractive, and functional...



*"The definitive work on making any Web site sell!"*

# MAKE YOUR SITE-SELL!

[by Ken Evoy M.D.](#)

[become an affiliate](#) | [contact us](#) | [world's most...](#) | [order now](#)

**Master the Big 3 of  
product, site-selling,  
and traffic-building,  
and there's simply no way to fail.**

Your Web site either makes the sale, or it **doesn't**.

Ninety-nine out of one hundred sites **don't** get the order.

We blame that on suspicious, scared Web-consumers.

**Wrong.**

**Make Your Site SELL!** is about joining the  
one in a hundred who **sell, really sell**, on the Net.

**Make Your Site Sell!**  
<http://myss.sitesell.com/>

Another great example...

**Ultimatefatburner.com**  
Real Answers, Real Solutions, NO DIETING!  
Tue Jul 10 10:59:04 2001

### Green Tea Extract -- A Powerful Weight Loss Ingredient!

More and more often, you'll find green tea (or green tea extract) included in the compilations of many of the more popular weight loss supplements today. (You may [buy Green Tea](#) by itself as well!) And why is that?

Several reasons! :-)

Specifically, and most importantly, green tea extract often replaces the caffeine component of the standard ephedrine - caffeine - salicin (aspirin) fat burning stack. That makes it a decent quality fatburner in and of itself. However...

If that's all green tea did, this would be a pretty short article. Luckily, it provides additional benefits -- far and beyond what plain caffeine could do. First, it's a powerful anti-oxidant. Yes... just like vitamin C and beta-carotene are! But researchers have suggested that the active ingredient (called epigallocatechin gallate -- I kid you not!), may be up to 200 times more powerful than vitamin E as an oxidant.

But wait... that's *\*still\** not the best part!

Green tea may have use as a glucose regulator -- meaning it slows the rise in blood sugar following a meal. It does this by slowing the action of a particular digestive enzyme called amylase. This enzyme is pivotal in the breakdown of starches (read carbohydrates), that can cause blood sugar levels to soar following a meal. This is pretty exciting stuff -- along with a chromium, and possibly a vanadyl supplement, green tea might be the missing link in proper glucose management.

Personal experience? Lately I've been supplementing with the Canadian formulation of MuscleTech's Hydroxycut (the US version does not contain any green tea), which contains over 900mg of green tea extract per serving. It's too early to tell how effective this is as a fat-burner, but in general, I find that blood sugar levels seem to be stable, cravings are minimal, as are the jitters

Ultimatefatburner.com

<http://www.ultimatefatburner.com/>

Simple, simple, simple!



Do you need a stunning logo for your Web site?

Once again, it's not necessary!

Your logo doesn't need to be elaborate. Visit the following examples. These are the top 6 "e-tailers" and their corresponding logos... (Source: PC Data Online)



Amazon.com

<http://www.amazon.com/>



Ticketmaster

<http://www.ticketmaster.com/>



Pets.com

<http://www.petsmart.com/>



Barnes and Noble

<http://www.barnesandnoble.com/>



Drugstore.com

<http://www.drugstore.com/>



CDNow

<http://www.cdnw.com/>

See anything **spectacular**? I sure don't. **Simple. Easy to read. Functional.** And that's all your logo needs to be. You don't have to be a graphics expert to create a satisfactory logo.

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[ **SIDEBAR** ]

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Please, if you're a newbie, don't be intimidated by all this stuff. Constructing a simple, attractive logo/banner is well within the grasp of a beginner.

If the idea of constructing your own logo scares you to death, hire a professional, or try **CoolText.com's** online logo generator. Chances are you can come up with something you can live with!



**CoolText.com**

<http://www.cooltext.com/>

If you're on a tight budget, GotLogos will create your logo for a mere \$25...

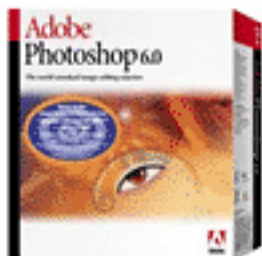


**GotLogos**

<http://www.gotlogos.com/>

---

The first step is to find some graphic software. Hmmm... where to start? The mother of all graphics programs is **Adobe's Photoshop...**



**Adobe's Photoshop**

<http://www.adobe.com/products/photoshop/main.html>

Its power is undisputed. Unfortunately, it's also rather expensive, tough to learn, and particularly user-**unfriendly**. If you're familiar with Photoshop, or feel like a challenge, by all means use it.

If you just want to bash out some decent graphics for your site without spending a year learning the finer points of graphic design, the following programs are simpler to use, cheaper, and in some cases, arguably just as powerful...

A recent issue of PC World Magazine ranked **PhotoImpact 5** a "best buy" in the "image editors" category. Yes, even against the mighty Photoshop...



#### Ulead's PhotoImpact

<http://www.ulead.com/pi/runme.htm>

Fireworks is designed specifically for Web graphics, and integrates seamlessly with their WYSIWYG editor, Dreamweaver...



#### Macromedia's Fireworks

<http://www.macromedia.com/software/fireworks/>



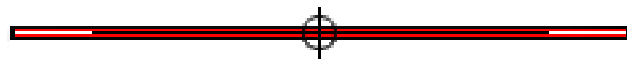
**Jasc's Paint Shop Pro**

<http://www.jasc.com/>



At this point, you have the tools to build your logo and graphics. You're almost set!

It's time to discuss banners briefly...



### 2.4.3. Banners, Ahoy!

In general, I don't recommend putting banners on your site. No one clicks on them, and they hurt your site's credibility. However, there may be a special situation where you require a banner. Suppose...

...You're implementing an [affiliate program](#). In that case, you **will** need banners for associates to display on their Web sites.

Yes, banners are ineffective. No, most people won't even look at them.

Do I hear you asking... "Why use them at all?"

Good question! Here's the answer...

When you're faced with a choice between an affiliate member throwing up your banner or doing nothing at all, you're better off with the banner. Even .5% is better than nothing.

Sure, your "super affiliates" know the importance of [PREselling](#) your product -- but for the vast majority, posting a banner will be the extent of their participation. (A banner advertising campaign is completely useless, as you'll find out [later](#).)

You have two choices when it comes to banner ads...

1) Contract the job out to professionals...



**Bannerworkz**

<http://www.bannerworkz.com/>



**Lounge Lizard**

<http://www.loungelizard.com/>

**Animation.com** offers a very handy service. You can choose your banner, headline, or button according to your price (prices range from \$1.99 to \$125) and customize to your specifications. In order to download the finished version (unpaid graphics retain a "watermark"), you pay with your credit card...



**Animation.com**

<http://www.animation.com/server/bannershop/affiliatesite/pwbannergallery.asp>



2) If you're on a shoestring budget, you may wish to attempt building your own...

Difficult? Nope. Simple static banners are still within the realms of what a beginner can accomplish. But, and this is one **BIG** but...

Be forewarned!

Banners still remain an important "branding tool." **If your banner looks terrible, customers will assume the same of your company.** Your banner is your virtual billboard in cyberspace. Make sure banners look decent. If not, save up for a professional job, or leave well enough alone for the time being.

Want to give it a try?

Building a static banner is easy. Best of all, you have several options...



Your best bet is to simply use a generic template, and customize it with your own text. Some potential sources...

**Creative Connectivity** has a page full of templates. Download them to your computer (right click with your mouse and choose "Save Image As..."). Use your graphics editor to add your own text. This takes a little more effort, but a graphics editor will usually do a better job of adding customized text than an online service...



**Creative Connectivity**  
<http://www.crecon.com/>

**Quick Banner** is a free service that provides dozens of templates and lets you customize banners online...



**Quick Banner**  
<http://www.quickbanner.com/>

Media Builder offers a free banner generator as well...



**Media Builder**  
<http://www.mediabuilder.com/>



Your other option is to build the banner from scratch in a graphics editor. Just decide on the dimensions, and build a single **gif image** to those specifications.

Unless you're a pretty competent graphics designer, here's what I'd suggest...

- **Use riveting text -- and don't use too much of it!**

- **Keep it simple. Very simple!**
- **Make sure it's easy to read, with one uncomplicated, legible font.**
- **Finish with a call to action -- i.e., "Click Here!"**
- **Keep file size to a minimum.**
- **Be honest with yourself! No one wants to admit their "golden goose" is an "ugly duckling."**
- **Get a second and third opinion from people you know will tell you the truth.**



Animated banners are simply a couple of **gif images** strung together by an animator program (not a difficult process). Use a [graphics editor](#) to build a series of gif images. Then use the "wizard" function of an animation program to string them together. The animation program displays each image after an allotted period of time so the banner appears to be animated. However, it's merely a series of images displayed one after another.

The best animated banners are very small -- only a few frames/images are used. This is essential if you want to keep file size to a minimum. It's very tempting to get carried away, so be careful with your experimentation.

Here are two animation programs to research...



**Ulead's Gif Animator**

<http://www.ulead.com/ga/runme.htm>



### Jasc Animation Shop

<http://www.jasc.com/>

(Free with Paint Shop Pro)



Although there are services that will let you build free animated banners online, I've yet to see one that produced the kind of results I'd put on my Web site. Bottom line for animated banners is...

- experiment with building your own.
- save up for a professionally done one!

Oh yes, and...

If you're joining a banner exchange program, make sure you know **all** the dimensions -- in pixels, and kilobytes. There's nothing worse than spending hours getting it "just right" to find out you've exceeded the kilobyte restrictions.

Phew! Just one last thing, and you'll be ready for anything...



#### 2.4.4. Site Design

All your site really needs to be is clean, simple, and well-structured. It does not have to be fancy. It does not need to be complicated. And it certainly does not have to be expensive, despite what the pundits say.

But it must not look like a dog's breakfast. **Your credibility will go...**



... bye-bye!

The best way to recognize good site design from bad is to do some surfing. You will know when you have found a good page, and its opposite. How?

Just pay attention to your feelings as you surf. If you find yourself frowning or saying, "What's going on?" a fair bit -- sit up and take notice. Ask yourself... "What's the problem here?... Where do things fall apart?"

Identify the problems, and make sure not to repeat the same things yourself. In fact, anytime your surfing is anything less than seamless, take a good look at the offending site and determine why.

Or, you can always visit the master [\(more on this great site later\)](#)...



**Web Pages That Suck.com**

<http://www.webpagesthatsuck.com/>



Back to your research...

Have a look at what the pros are doing. Chances are their pages are pretty simple, too!

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.

On the other hand, your Web site **IS your store front**. It **IS** a reflection of your business, the quality of your product, and so on. Imagine driving by a brick-and-mortar store with a big crack in the front window, letters missing off the sign, and badly in need of a coat of paint -- what would you think? Would you stop to browse?

Not likely...

So be sure that your Web site looks professionally done. I repeat -- that does not mean you have to spend a bundle to have it built. **A clean design with a simple layout is all that's ever necessary.**



If you're in need of a professional Web site designer visit...



Yahoo!

[http://dir.yahoo.com/Arts/Design Arts/Graphic Design/Web Page Design and Layout/](http://dir.yahoo.com/Arts/Design_Arts/Graphic_Design/Web_Page_Design_and_Layout/)



Guru.com

<http://www.guru.com/>



Instant Work

<http://www.instantwork.com/>



When designing your page, here are a few things to remember...

- **Keep page size as small as possible.** That means using a small logo, and images only if absolutely necessary. The best sites on the Web load in under 6 seconds on a 33.6K modem. No one will wait 30 seconds for your page to load. **FAST!** That's the key!

- **Keep the look and feel consistent throughout the site.** Nothing says “unprofessional” more than a different colored background for every page.
- **Don’t get cute.** Keep background colors to a white or off-white color. Stick with basic fonts in black.
- **K-I-S-S!**
- **Leave lots of white space, and don’t overload the page.** Let it breathe! People scan Web pages, so splitting paragraphs up into bit-size chunks allows your visitor to absorb more!
- **No animations, fancy gadgetry, or javascript effects.** Let’s face it -- there’s some pretty cool stuff on the Web. And, yes, it is fun to play with. But don’t be tempted -- your sales site can’t be self-indulgent. You have to think “customer” every step of the way! Customers want information.
- **Always, always, always test your pages on at least the latest versions of Microsoft’s Explorer, AND Netscape’s Navigator.** You’ll be surprised at the differences -- especially at the way they render text. For example, selecting a font size of “1” for your page works wonderfully in Explorer. Visit that page in Navigator, and you’ll need a magnifying glass to read it.

(We discuss usability issues, and navigation [a little later.](#))



Bottom line?

Relax. Focus on your visitors. Don’t try to impress anyone with your new Web building skills. **Build with one, and only one, mindset in place...**

... **To SELL!**



#### 2.4.5. Finding a “Techie”

If you’re a netpreneur, you’re probably trying to do it all yourself -- heck, most of us have a dozen “how-to” books cluttering up our work spaces at any given time. Today, perhaps, your work plan includes the basics of javascript. Tomorrow, it might

involve CGI and Perl. And so it continues.

In fact, at any given time a netrepneur **may feel like...**



**... a circus juggler!**

But try as you may, you really can't do it all yourself. There comes a time when you need a **professional** -- and you need her **NOW!** So how do you go about finding your "techie?"...

Two ways...

**1) Through personal networking** -- Ask friends or associates with a site. Phone local non-competitors and ask who they recommend. Visit a local university or college campus. Inquire if any of the pros might be interested in helping you out on a part-time basis. If not, ask for the brightest and most promising student. Post a "help wanted" ad in the cafeteria.

Scour your brain for anyone in the biz who may be able to help you. Make a list, and pick up the phone. There's a gold mine of resources out there!

**2) Use one of the many online services springing up to address that very issue...**

Search for the professionals you need, review their credentials and get feedback from previous employers. Contact professionals who are online.

**InstantWork** tells you how...



**Instant Work**

<http://www.instantwork.com/>

**Guru.com** provides a fantastic service. It allows gurus (techies) to **post listings** indicating their **area of expertise**, and rate of pay. There are gurus of all types, shapes, forms, and sizes. From management, marketing, advertising and legal professionals to Web development and creation specialists, you can find them all here! Do a “power search” of the site to locate the “tech support” you need...



**Guru.com**

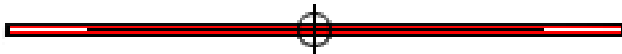
<http://www.guru.com/>

Guru is highly competitive! I’ve seen graphics professionals advertised for as little as \$10 an hour. Since all listings are **visible**, techies **compete** amongst each other for your dollars. It’s a buyers market!

Of course, the best part is that it doesn’t matter where techies are in the entire world, since most work can be done over the Net!

Do a search, identify your techie, drop them a line, make a deal...

... And then you’re sailing!



## 2.4.6. Miscellaneous Webmaster Resources

So, **you’ve flexed your...**



**... programming muscles, and you’re ready to move on to bigger things!**

Here are two online resources if you want to explore new avenues, or spice up your pages -- **a little bit**. Again, I must stress this -- don’t get carried away...





**BigNoseBird.com**

<http://www.bignosebird.com/>



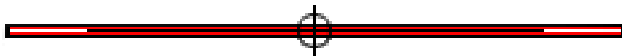
**Java Boutique**

<http://javaboutique.internet.com/>



**Web Developer.com**

<http://www.webdeveloper.com/>



#### 2.4.7. Site Build It!

I have a little secret for you, there **IS** an easier way to build a site...

It's called **Site Build It!**, the ultimate e-commerce value bundle.

Don't like learning curves? No technical inclination? Short on time? This is **your** tool. Simple. Powerful. Intuitive. And best of all...

**Site Build It!** is completely automated. It's largely server-side (no huge applications slowing down your computer) and everything is done for you at the touch of button. **Site Build It!** will literally save you weeks and weeks of time.

The goal is to oblige you only to think. To create content -- great copy. Content that **PREsells** your visitors, and gets the click to your sales site, or the affiliate programs

you support. And earns income.

**Site Build It!** frees you up to execute the important stuff.

Everything else... FTP'ing, writing code, <META> tags and keyword density, optimization, and Search Engine submission... is handled by **Site Build It!**.

Just select a template and color scheme for your site, choose "Select this Style" and your entire Web site is built. In seconds...

The screenshot shows the 'Style: High Tech' interface. On the left, under 'HIGH TECH', there is a 'Select Color Scheme' section with two radio buttons: 'Black/Red' (selected) and 'Navy/Grey'. To the right is a preview area titled 'HIGH TECH EXAMPLE LOGO' showing a grid of colored squares and a headline 'Headline in Here' with placeholder text. Below the preview, there is a text input field for 'Create logo for your site:' with a red note '(max. 22 characters)'. At the bottom are two buttons: 'Preview' and 'Select this Style'.

Or...

The screenshot shows the 'Style: Sports and Recreation' interface. On the left, under 'Sports and Recreation', there is a 'Select Color Scheme' section with two radio buttons: 'Red' (selected) and 'Navy'. To the right is a preview area titled 'Sports and Recreation' showing a grid of colored squares and a headline 'Headline in Here' with placeholder text. Below the preview, there is a text input field for 'Create logo for your site:' containing the text 'Diet Supplement Review' with a red note '(max. 22 characters)'. At the bottom are two buttons: 'Preview' and 'Select this Style'.

Or...

The screenshot shows a web design tool interface for creating a website. At the top, a dark blue header bar contains a question mark icon and the text 'Style: Health & Beauty'. Below this, the main workspace is divided into two columns. The left column has a white background and contains the text 'Health & Beauty' in a large font, followed by a section titled 'Select Color Scheme' with two radio button options: 'Blue/Yellow' (selected) and 'Cyan/Grey'. The right column has a purple and yellow background and contains a 'Headline in Here' section with placeholder text. Below the main workspace, there is a text input field labeled 'Create logo for your site:' with the text 'Diet Supplement Review' entered. Below the input field, it says '(max. 22 characters)'. At the bottom, there are two buttons: 'Preview' and 'Select this Style'.

Or many others!

And the HTML? The <META> tags?

No problem.

Just enter your text into the form fields, and **Site Build It!** will write all the code for you...

?

Page Information

?

File Name

http://www.diet-supplement-review.com/

test-page

.html

?

Page Title:

Your Site's Title here!

?

Keywords:

Your Site's Keywords here!

?

Description:

Your Site's Description here!

?

Put this page on your Home Page navigation?

Yes

Special warning -- click here.

To insert a block here, choose block and click INSERT-->

Insert

?

Headline

Block #1

Delete this Block

Text

Your First Headline -- or <H1> tag

Alignment

Left

Size

1

To insert a block here, choose block and click INSERT-->

Insert

?

Text

Block #2

Delete this Block

Special warning -- click here.

Text

Wow! This is easy. No HTML, no <META> tags... no nuthin'.

Just type your text in and , PRESTO, it all appears magically in your selected template. Easy...

And very KEWL!

Alignment

Left

My favorite part about **Site Build It!**?

**It's an equally powerful tool for beginners, professionals, and seasoned Webmasters.** As you will see... the most exciting part of **Site Build It!** lies not in its ability to automatically generate Web pages and code (though that certainly is great, especially if you're a beginner). Rather it's the incredible potential of the **SBI!**

**Manager** tool to effortlessly locate niches and income opportunities.

The **SBI! Manager**, the client-side part of **Site Build It!** (software that runs off your computer), automatically locates the most profitable niches and keywords related to your theme or topic, so you may focus on building the most effective, profitable Web site possible.

A complete discussion on the **SBI! Manager** can be viewed [here!](#) For more on **Site Build It!**, which includes the **Site Build It! Manager** tool, and the features listed above...



**Site Build It!**

<http://buildit.sitesell.com/>

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[ **SIDEBAR** ]

**Site Build It!** is in full expansion mode. In the near future, it'll be growing to include a number of very exciting e-commerce modules. Examples?...

1) A Digital E-commerce module -- if you've ever thought about creating and selling an e-book, now's the time to started writing. **Site Build It!** will allow you to sell and fulfill exactly the way SiteSell.com sells **MYSS! 2002!**.

2) An E-zine MailOut component that will allow you to automatically take subscriptions and allow you to do mailouts (HTML and /or text) to your opt-in list!

And that's just the start! Keep your eyes peeled for new and exciting functionality!

---

Okay...

We've covered the **basics of building a Web site**. We know where to **find** people to help us with the stuff we just can't figure out for ourselves. And we know where to go for extra help.

Now... let's get back to **building a site that SELLS...**



## 2.5. The Big 3 to Succeed on the Web

Launching a Web business is far simpler than a real-world business. To succeed in a Web-based venture, you only have to succeed at three points, **each one directly under your control...**

- 1) develop a great **product**
- 2) write a Web site that **SELLS** with deadly effectiveness
- 3) attract targeted customers (i.e., **traffic**) to the site.

If you succeed at all three steps, your Web-oriented business has to succeed. Period. There are simply no other variables.

Of course, the catch is that **you must succeed at all three!**

I knew that my **product** was going to be of high quality. I had to learn how to make a site that **SELLS**, and **then** figure out how to attract targeted traffic to my site.

The **focus of the main volume of MYSS! 2002** is on making your site **SELL!** However, I want you to have the **entire package...** everything you need to win on the Web, from **product** to **sales site** to **traffic-building**.

So I have included **three additional volumes**. They cover the other two pieces of the 3-part puzzle (**product** and **traffic**), **as well as** online store-building.

"That's great," you say. "**But how do I succeed at The Big 3?**" Glad you asked!...



### 2.5.1. How to "Nail" The Big 3

**Become customer-crazed!** Excel at **The Big 3** (product, site, traffic) by being fanatical about her. Make your #1 objective to be... "**Improve the life of my customer!**"...

- Develop a **product** that **exceeds** your customer's needs and wants, one that overdelivers.

- Write a **site** that tells her what she wants to know -- in other words, write your site for her, not for you.
- Attract only those people who want or need your product. By understanding and focusing on your customer, by targeting her needs and wants, you'll know how to cause her to find you.

And continue this customer-care attitude well **after** the sale. Go above and beyond. Follow-up customer support and communication is the key to developing a **long-term** business.

OK, let's boil it all down...

**Be customer-crazed, every step of the way. The rest is just details...** 😊



### 2.5.2. First, The Product

Of **The Big 3** for success, **product is perhaps the most controllable**. You either have a great product or you don't. If you don't, dump it and get a new one... a great one.

And don't try to get away with selling a bad product on the Web. First, of course, it's just not ethical. Your life will be a misery of e-mail bombs and people spreading the word. And it just doesn't spread any faster than on the Internet!

Take your time identifying and developing the best [product](#).

**Build a solid foundation for your online business .**



### 2.5.3. If I Can, **You** Can!

I am a Canadian physician who formerly **taught and practiced...**



**... emergency medicine** at McGill University in Montreal, Canada. **I knew very little about the Internet and the World Wide Web.**

I realized early in my medical career that doctors were doomed to be slaves to the government in our socialized medical system. I still wanted to practice emergency medicine, **but as a hobby that I loved.**

Before becoming “Web-sessed,” my wife and I designed toys and games. We sold 23 of our inventions to large companies around the world, generating millions of dollars in royalty revenues along the way.

So, thanks to toys and games, medicine **is** my part-time hobby that I still love...

However, like a lot of other people, I became fascinated by the Internet. It’s the digital Wild West. **Right now, everyone has the same chance to successfully market a product on the Web.**

As a result, I started writing a computer program for myself called PennyGold. I had already developed a successful strategy for investing in junior mining companies (this “occasional hobby” grew an original \$5,000 experimental stake into more than \$150,000).

I gathered all my loose-strewn notes and rough database... and converted that chaos into the “ultimate penny mining stock software.” Originally intended **for my own use**, I planned to use the software and the Internet to generate more high-potential stock candidates.



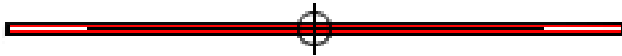
While learning about the Internet, I realized that the Web was really the **ultimate high-density marketplace**. What do I mean?...

Manhattan can sustain high-niche retail stores because millions of people are on



one tiny island. Well, with the Internet, you have tens-and-soon-hundreds of millions of people sitting right on your desktop!

I figured that if this software product was of interest to me, **it would be of interest to others on the Web**. So I decided to market my **product...**



#### 2.5.4. Next, Make a Site That **SELLS!**

OK, you've developed a great product. And let's assume for a moment that you are attracting targeted traffic to your site. **What's the difference between success and failure?...**

**Your Web site!** It's the "make it or break it" step.

I realized that I would have to convince people to buy PennyGold. And I knew that fancy graphics would not do that. But words would...

Before designing/writing my PennyGold Web site, I set about reading books on copywriting, writing direct response letters, and Web marketing. I surfed through countless commercial Web sites, looking for the strongest common elements that worked.

Over time, I tried just about everything that looked or sounded reasonable -- I kept what worked, and dropped the rest.



Like most things in life, there's an **80-20 formula**. Most of what I tried was a waste of time. I boiled the whole process down to doing a small number of things perfectly.

**This trial-and-error process developed a tight battlefield-tested system that works... and will work for you** and save **you** the 24 month learning curve!)

The **net result** for PennyGold? The **site increased its sales rate tenfold**, from 0.1% to 1% of all visitors, an incredible feat when you consider the doubtful nature of the product. Let me explain...

There is simply not a harder product on the Web to sell than PennyGold. People have grave doubts about penny mining stocks. Here's the problem...

PennyGold really does work... **but the consumer did not know that.** As a matter of fact, my potential customer had severe doubts when he first hit the site. You see, only **after** customers bought and used it, did they truly realize how PennyGold **over**delivers.

Despite that **huge disadvantage**, and despite the fact that we were **unable to offer a free trial download** (we limited sales to 1,000 copies, so we couldn't give this info away), we increased our sales rate by tenfold (**despite steadily increasing the price from \$197 to \$447**).

**The Web consumer is a sophisticated...**



**... doubting consumer.** I had to develop a Web site that would overcome the following problems...

- expensive sale
- dubious investment arena
- from an unknown person (me)
- hard-to-convince audience
- without even the benefits of a trial download.

Phew! Whatever you're selling, your product will be easier to sell than PennyGold was... far easier. PennyGold forced me to become a battle-tested expert in **making sites with SALES POWER.**



It doesn't matter whether you work at Microsoft or out of your spare room (while in your pajamas), **MYSS! 2002 will fire up your Web sales.** This book covers it all -- how to...

- write powerful, compelling sales copy

- build a tight, easy-to-use, easy-to-navigate site
- design convincing testimonial and guarantee pages
- structure a powerful pathway, from the Opening Page to the Closer.

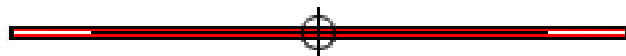


But **MYSS! 2002** doesn't stop there. It's the **complete package** -- an invaluable tool for **anyone...** netrepreneur, experienced Marketing V.P., Director of Sales, Chief Techie, etc.

**To complete the job, MYSS! 2002 provides an overview on such things as...**

- shopping cart software and e-commerce solution packages
- setting backup responses, including how to set up and run a newsletter
- how to accept payments -- all the options!
- how to constantly experiment your way to large sales increases, month after month
- using e-mail to close the sales
- the critical secrets of great after-sales support
- analysis of great sites that sell
- advice from other entrepreneurs succeeding in the real world
- and on and on...

Believe me, when you finish reading this **MYSS! 2002**, you will **know** how to make your site **SELL!**



#### 2.5.5. Finally, Attract Targeted Customers

Once you've got a great product, and a killer sales site, it's time to bring **targeted, motivated** traffic to your sales machine...

There are hundreds of books related to Web sales -- I own 'em all. I also subscribe to every imaginable Web marketing/promotion and Web sales newsletter and e-zine.

You know what? All the books and e-zines teach you that "if you bring more people to your site, you'll get more sales."

And this is true, of course... **unless your site barely sells at all.** If you can only convince 1 visitor out of a million to buy your product, you're wasting all that good traffic.

That's why I focused **first** on designing/writing a site that is **SALES-effective... and then...**

**... developing traffic** for PennyGold.

I include everything I know about dragging visitors to your Web site in the [Traffic-Building Volume](#) of **MYSS! 2002**. This volume concentrates on **what works** so that you don't fall into chase-your-tail traps.

You'll discover how to build targeted traffic **in the most time-and-money-efficient ways possible.** It shows you how to get the best "bang-for-your-buck" **offline**, as well.



In this additional volume, I devote special attention to the [Search Engines](#)...

**... the single most important traffic-building method of all!**

This special volume shows you all you need to know to attract motivated, interested customers to your site... cleanly, simply, deadly-effectively... **and ethically.** You will build traffic in such a way that even the most sensitive, stringent Search Engine won't object.

**Actually...**



**... they'll love** the way you do it.

I had originally planned to cover this topic in 40-50 pages. But the pages grew, as I continued to outline the most current and critical strategies available. In fact, the Traffic-Building Volume is so crammed with essential information, that I just couldn't edit it down. It's a book in itself, and as one "beta-reader" remarked...

... "it alone is worth five times the price of the entire book!"

Most beta-readers thought I was nuts to include this valuable resource as an additional volume. But I wanted to complete the **Big 3** package (product, site-selling, traffic-building) in order to give you **everything you need for Web success**.



Here's a quick look at just a few of the traffic-building topics...

- **Search Engines (SEs)** -- It amazes me that 90% of what you read about keywords and SEs is **wrong**. When I ["VIEW SOURCE"](#) the Web pages of 99% of all Web companies, I am stunned to see how badly they structure their pages.

The SE chapters discuss in detail how to generate keywords and how to use them to drive targeted traffic to your site. Forget the "theory" -- this is full of current **nitty-gritty "how to" info**. I even include an example of a Search Engine-optimized page, HTML and all!

I guarantee that most of you are **not** doing any of these techniques. Master this info and you will join the 1% who know how to work **with** the SEs to build traffic.

Others topics include...

- **Theme-based ranking** -- This is the future of Search Engine rankings. Get ahead of your competition by planning for theme-based ranking now!
- [Pay-Per-Click Search Engines](#) -- Work the fringes to build tons of targeted traffic to your Web site for only pennies a click!
- **Link popularity** -- This is something to be aware of but it's not a priority.
- **Yahoo!, LookSmart, and The Open Directory** -- The growing importance of the directories means you need to know how to obtain a great listing. I'll show you how!
- **Other online and offline traffic-building winners** -- Again, hard experience and

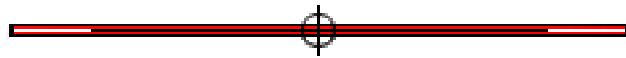
original experiments will show you how to build traffic online and off.

- **The absolute time-wasters** -- Save yourself months of poorly spent time. I explain why these are boondoggles for any product.



From **great product**, to a **site that SELLS**, to bringing **targeted traffic** into your site, you will be in **complete control** of your Web destiny.

**Master the Big 3 of product, site-selling, and traffic-building, and there's just no way to fail.**



#### 2.5.6. PennyGold As a Site Example

**Examples** bring life to the points I make in **MYSS! 2002**. Many are drawn from around the Web. Many come from my own PennyGold site...

**Please don't misunderstand the intent of the PennyGold examples.** PG is sold out -- so I'm not trying to tempt you to buy it. The point is to illustrate real-world examples, often explaining what went on during my own trial-and-error experimenting, what worked and what didn't... **and why.**

So, please, when you link to the PennyGold site from this book, just check out the example **and then come back here.**



Funny thing about the PennyGold site... it looks like a terrible site to **most** people. Why "most"? Because most folks have no interest in penny mining stocks.

From the very first word, down to the last compressed gif, the PennyGold site was designed only for people who might have been interested in junior mining stocks. To them, the site was **pure gold.**

I once struck up an e-mail correspondence with a "Web marketing expert." Now this person truly knows what he's talking about -- I respect his work highly. One day, he e-mailed me with all his criticisms about the PennyGold site...

- long, scrolling pages
- “cheesy” [MIDI](#) music (ouch, that one hurt)
- no easy access to the Order Page from every other page
- etc., etc., etc.

His e-mail was sincere, and I respect his understanding of the Web. So I replied to each and every point, explaining how they had all been tested (for example, [orders fell by 70%](#) when we stopped the music for two weeks!).

I also explained that the site was netting about \$1,000 per day (our only expense being the site hosting fee)... from a product that should be just about impossible to sell (expensive, questionable, unknown author, etc.).

**The bottom line never lies!**



To his credit, he wrote another of his typically terrific columns. It started like this...

*Just when I thought that I knew it all, along comes this guy with long scrolling pages and lots of other things that we experts consider to be “mistakes”...*

He explained about all the “mistakes” (and why they were really **not** boo-boos), all in a tone that made fun of himself. **The article was so funny...**



**... I almost split my gut.** After recuperating, I wrote back to him...

*You looked at the site through the eyes of a Web expert looking for mistakes. Take another look at it, this time through the eyes of someone interested in aggressive forms of investing. You’ll see a whole different site! :-)*

*I aim the PennyGold site purely at the heart of my target customer... the aggressive investor with an interest in penny mining stocks. Everyone else will exit quickly. And that’s OK with me -- I know that I could never change their minds.*

Should you review the whole PennyGold site on your own, you will see **many** places where I **broke the rules** of **MYSS! 2002**. At first glance, the PennyGold site may even strike you as a bad effort that could not possibly be an effective sales-generator.

But you'd be wrong. **Why?...** Two reasons...

1) The site **targeted** a small, well-defined group of investors. I had crafted the "sales copy" purely with my target in mind. You, dear reader, are probably part of the "everyone else" who has **no interest** in penny mining stocks -- you may not find the copy appealing, or even interesting!

2) We were **not** trying to sell as many copies as possible... we were only selling 1,000. It was important that they fell into the right hands. So the site had a **second important function...** to weed out the "get rich quick" junkies, the lazy, and those who were not smart enough to use it well. Sometimes I had to **break the rules** to do that.

For example, as you will see, I did **not** provide access to the PennyGold Closer Page (the Order Page) from every major page on the site. That's because I wanted to be sure that the visitor read, at a minimum, my Opening Page, and an important weed-out page just before the Closer Page.



**Here's the bottom line...** Aggressive investors with an interest in penny mining stocks invariably thought and still do think that PennyGold is an awesome site. Everyone else sees an irrelevant, boring site. So, if you don't see the power of the PennyGold site...

Look again, this time **through the eyes of my target customer**. There's much more to the PG site than meets the eye. I'd hate for you to miss the point...

The PennyGold site has taught me all I know about selling on the Web. I hope to share that with you. Please remember this about the site...

**Nothing** is there by accident -- there are **no unintentional mistakes** (well, one actually -- we'll discuss it later).

**And the proof is in the pudding -- the PennyGold site SOLD!** 😊



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[ **SIDEBAR** ]

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I also draw examples from the **MYSS!** site, and the **Sitesell.com** family of products. The SiteSell.com sites illustrate pure sales sites. The products are cheaper, and much easier to sell. The pages are full of sharp, tight copy that **SELLS**. **And they don't break the rules like the PennyGold site did.**

In **MYSS! 2002**, almost all of the original PennyGold examples remain. Why?

The two sites are so different in **so many ways**.

PennyGold sales were generated mainly from free Search Engine traffic, and most pages on the site were written to rank highly for targeted keywords. Of course, PennyGold was a much tougher sell requiring much more work to verify the validity of the product.

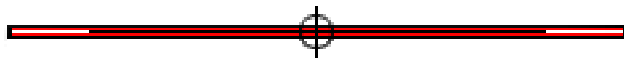
SiteSell.com works in a completely opposite manner. Sales come mostly from affiliates who have already pre-sold visitors. And because we don't compete with our affiliates (it would be unethical), none of SiteSell.com's pages are optimized for the SEs.

As you'll soon see, even for two vastly different products such as PennyGold and the SiteSell brand line, the basic principles remain the same... and always will.

**After all...**



... "If it ain't broke..."



## 2.6. Join the **1%** Who **SELL!**

OK, let's summarize...

To succeed in a Web-based sales venture, you only have to succeed at three levels...

- 1) develop a great product.
- 2) write a Web site that **SELLS!**
- 3) attract targeted customers to the site.

All Web marketing and sales books focus on the third level -- building traffic. Why? What's the point of receiving millions of visitors per day if no one's buying?

Instead, your initial order of business is to **develop a site that SELLS! So...**

**First, offer a product that will sell on the Web.** Some products just don't cut it. **MYSS! 2002** will help you **evaluate** your current product(s) and develop new ones that are **sales-appropriate** for the Web.

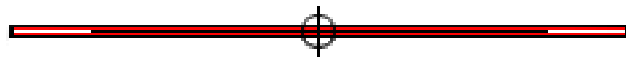
**Second, make the sale an almost inevitable outcome.** The function of your Web site is to sell your product, **or** to generate a lead toward a sale. To increase sales, simply **increase** the percentage of visitors who **buy**. Not very complicated, is it?... And very do-able.



It's critical to keep the following in mind while designing your site... **everything you do must be geared to increasing the percentage of visitors who buy.** Ninety-nine percent of Web marketers just don't think like this when they design their site. You will.

Build a tight, sales-oriented site that **climaxes** irresistibly at your Closer (Order) Page.

Then, **and only then**, is the final piece easy to fit into the Web-sales puzzle... **building traffic.**



## 2.7. Get the **Most** Out of MYSS! 2002

The best way to get quickly on the cutting edge of Web sales is to simply read this book, from front to back. **MYSS! 2002's** pages have been designed for rapid,

easy-on-the-eye, on-screen reading.

If you're a total neophyte to Web sales, this front-to-back, **zero-to-hero** attack is the fastest way to become a Web sales pro.

If you **already** have some experience, use the “**read what you need**” approach...

Each chapter has been written to stand on its own. Scan the [Table of Contents](#) -- I guarantee that **MYSS! 2002** covers whatever you need to know about Web-selling. Use it to solve your most pressing problems. For example...

If you feel that the words on your site lack **sales-generating punch**, read the chapter on [how to write words that sell](#). If you're having trouble **converting interest into sales**, then jump to the sub-chapter that reviews a [checklist for quadrupling your Conversion Rate](#).

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**[ SIDEBAR ]**

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If you **also** want to “read paper,” here's what to do...

- Print out a chapter.
- Drink-of-choice in one hand, pen and book in the other, **settle into a...**



**... nice comfy chair.**

- As you read, circle **the links** that interest you. Return to the digital version, and click on the circled links to check them out.

---

No matter how you use **MYSS! 2002**, start with a quick peek **at the last three sections** of Chapter 20. That's where I strip the entire book down to the bare essentials...

- **11 Steps to a Site that SELLS!**
- **The Top 6 Rules in 17 Words**
- **The Bottom Line**

Please [skip to the back now](#) and read the last three sub-chapters of **MYSS! 2002**, then return here...

...  
...  
...

OK, back already? Super! Now that you know where we're going, **let's go!...**

... It's time to...



### 3. Most Wanted Response

Once your prospect has reviewed your Web site, don't leave him hanging. This is not a TV commercial... He must **do** something... he must **respond**.

What do you **most** want your visitor to do? We call this visitor-must-do action the **Most Wanted Response (MWR)**.

The **Most Wanted Response (MWR)** is **the single most important part** of your entire Web site. If you do not set one for each product (or product line), there is almost no point to your site taking up bandwidth, if you want your site to **SELL!**

Let me put it another way... **your Web site exists to get the MWR.**

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#### [ **SIDEBAR** ]

I labored over what to call the **MWR**. I easily spent more than a full day on this term. Why would I waste a day on a name? Because it's that important!

I changed from KEY RESPONSE to #1 RESPONSE to BUSINESS-BUILDING RESPONSE to FIRST RESPONSE to PROFIT-MAKING RESPONSE. I tried terms with words like ACTION, MUST-DO, REACTION, PRIMARY, TOP, etc., etc., etc.

But, when I boiled it all down, I simply asked myself the following questions about my own PennyGold site... **What Do I Most Want My Visitor To Do? Why does the PennyGold site exist?**

Well, that was simple... "I most want visitors to buy PennyGold."

Now, Ken, apply a name to that. Not a slick-but-vague slogan. A clear name that focuses everyone on the **#1 goal for their sites...**

**Most Wanted Response (MWR).**



#### 3.1. Set Your Most Wanted Response

Before you write your first word, before you worry about site design or architecture, before you worry about graphics or your Table of Contents...

## Set Your **Most Wanted Response**.

Why must you do this before anything else? Hey, great question! I'm glad you asked...

Once you set the **MWR** for a product (or product line), you will design that entire part of your site towards **getting it**. Every word you write, every graphic you include, every form you design, will be chosen to steadily increase your odds of **getting the MWR**.

“**Getting the MWR**” becomes your overriding goal. **Setting the MWR** focuses you totally. If you don't set your **MWR**, there is no way to design an effective Web site that **SELLS!**

Right now, **think about your MWR...**



### ... What Do You **Most** Want Your Visitor To Do?

**Do you want to make a direct sale?** You can sell almost anything, from infoproducts to services to country inn (or Hilton) reservations.

If your product is too difficult to sell straight off the Web, craft your **MWR** appropriately. If you sell a \$10,000 piece of software, offer a free download for a 30 day trial as your **MWR**.

Are you an **OEM?** Or are you selling a service? Generate a lead as your **Most Wanted Response**. In this case, you may decide to focus your site on convincing your prospect to **fill in a form** with name and contact information, requesting to be phoned by a sales person.

Even when a direct, off-the-Web purchase is not the **MWR**, **you are still selling**. You are still trying to make your customer “buy” your **MWR**, not the product (at least, not immediately). Even if your **MWR** is to give away a freebie, you have to sell that freebie (just as hard as if you were selling the product itself).

Maybe you want your visitor to subscribe to your free newsletter, or enter a contest (super for building a database), or request a free report or any other desirable freebie you can dream up. All are nice ways to build a mailing list for ongoing direct

e-mail marketing. (As we'll see later, these are more likely to be [Backup Responses](#).)

Or perhaps you want your site to support your retailers (resellers) -- in that case, get your visitors to print and clip coupons for discounts at retail. Or maybe you just want your prospect to request sales materials (printed matter, CD-ROM, whatever) by regular mail.



With a little creativity, it really doesn't matter what your business involves. **Set a good MWR.**

What makes a good **MWR**? Hey, another great question!...

**First, it must be reasonable,** given the product that you are selling. If you are selling a \$10,000 piece of software or your personal consulting services, you are unlikely to generate a direct sale from the site. Your **MWR** is to **generate a lead**. You will make the sale later, person-to-person.

**Second, it must be "measurable."** You must be able to measure the effects of changing your Web site. If you make an important change, how can you tell whether your site's better, if you don't have a way for your visitor to respond?

What if you added 43 fantastic testimonials from happy customers? How will you know what effect that has had, if you don't have an **MWR** that you can **measure**?



Here's another example...

Let's say you double the traffic to your site. Whoops! The number of **MWRs** is the same. This must mean that the extra traffic was non-targeted. They were poor prospects. So if you spent money on this marketing effort (ex., banner advertising), it was not money that you should spend again. How would you ever know this if you were unable to measure **MWRs**?

If you don't set a hard, measurable **MWR**, how the heck will you know when you're doing the right thing?

**Third, the method to submit the MWR must be a good fit for your customer.** If all of your business comes from Europe and your offices are in Canada, providing a

1-888 order line is **not** a good fit (1-888 does not work for overseas calls). But a [form](#) that your customer fills in and submits directly from the Web page is perfect -- it's fast, free and immediate. This kind of Web-based form is called a **Response Form**.

**Fourth, it must qualify your visitor.** Obviously, a direct sale certainly weeds out tire-kickers. But if your goal is to **generate leads** for your million-dollar bridge suspension joints, you'll design your **Response Form** to qualify your lead (as we'll see in the next section).

OK, now that you've **set** the **MWR**, let's **get** it.



### 3.2. Get Your Most Wanted Response

If you sell many product lines, each starts with its own [Opening Page](#), has its own **pathway**, and ends in its own **MWR Closer Page**. Once you have **set** your **MWR**, every single word and graphic builds to **getting** it.

The **MWR Closer Page** must **close** the sale. Although we will discuss the [Closer Page in more detail later](#), suffice it to say that you must figure out the best way to **make your visitor deliver the MWR**.

The exact mechanism of getting the **MWR** depends on...

- what exactly the **response** is
- the nature of your **product**
- the nature of your **customers**.

**For example...**

If your **MWR** is to get the **direct sale**, how do you want them to buy?...

- Do your visitors complete and submit a basic [Response Form](#), after which you phone to process the order (useful for high-end, low-volume products like PennyGold)?



- Or do they also include full credit card info (on the **Response Form**) via a [secure server](#), after which the info is processed automatically (useful for low-priced, high volume items like this book)?
- Do they simply call your 1-888 order line?
- Do they snail-mail you with a check?
- Or all of the above?

Let's look at the 1-888 option. Inbound telemarketing is **measurable**. If it is clear that they are calling the Order Line, it also **qualifies** the responder. The particulars of your business will determine whether you should use a 1-888 number or a regular long distance line to handle inquiries.



### Another example...

If you are selling those \$1million expansion joints for bridges, generating a lead is a reasonable **MWR** -- you certainly won't sell many joints straight off your Web site, no matter how great you make it. So your **MWR** is to **generate a lead**.

Let's use this example to review what a good **MWR** should be...

... reasonable (✓)

... measurable (✓)

... good fit (✓)

... qualify the visitor (✓)

Ask your visitor to complete and submit a **Response Form** asking you to contact them with more information. Make it clear that a sales person will call.

Submitting a **Response Form** is **the most reasonable** (✓) way to generate a lead. It's easily **measurable** (✓). It's a **good fit** (✓) for your customer, especially if a good deal of your business comes from overseas (which is likely).

And [you can tailor the form to qualify](#) (✓) [your customer "just right"](#).

Remember... **set, then get.**

———— [ **SIDEBAR** ] ————

[Review the basics of designing a form that works.](#)



### 3.3. **MWR** Doesn't Apply to **You**?

Perhaps you think that the **MWR** doesn't apply to your business? Well, maybe that's true...

... if you don't have customers!

Otherwise, no matter what your business is, you not only can, but **must**, design an **MWR**, one that is appropriate to your product and customer.

There's never a good enough reason to have a site that serves as a mere TV commercial. **Think... What is your site's Most Wanted Response?**

**What's that?** You provide off-shore tax avoidance structures for the well-heeled? First, understand your target market. In this case, it's likely to be the tax attorneys of the rich. Build a site that proves your competence to them... beyond any shadow of a doubt.

Perhaps you close with this simple **MWR**...

"Please call me (514-555-1212) to discuss establishing your clients safely offshore. I will be happy to provide you with a list (and phone numbers) of customers whose estates I have moved out of the grasp of voracious governments."

Of course, you will prepare a **telephone script** that qualifies those who respond by calling you. But you get the idea...



**What's that?** You sell hamburgers and your name is McDonald's? Simple, get your visitor to fill in a coupon to sign up for McDonald's news... and receive a coupon for a discount on new food introductions!



**You're GM?** That's easy. Let your customer design his own car -- model, colors, options, etc. Offer him a 2% discount for printing out that perfect custom-mobile and bringing it to his nearest dealer within 30 days.

**Still arguing about this?** You say that printing coupons isn't measurable? What if you get your visitors to fill out a form requesting such a coupon. Your autoresponder e-mails back a "secret" URL, with the customer's name and a unique serial number on it. All your customer has to do is print it!

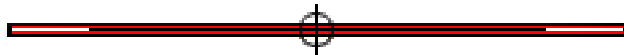
Conclusion?...

No matter what your business, you must design an appropriate **MWR**. **A Web site without an MWR is like an amusement park without rides... what's the point?**

---

**[ SIDEBAR ]**

A **MWR** may not always directly involve a sale. If you've got an independent rock band, for instance, your **MWR** might be to get your visitor to download a MP3. Your goal is to build grass-roots support -- people who will buy your record that will be released some point in the future.



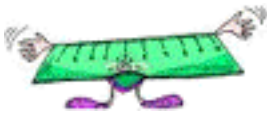
### 3.4. It's Not Just the Number, It's the Rate

You actually want to track two numbers...

**1) MWR** -- On a weekly basis, record the number of **Most Wanted Responses** generated from the site.

**2) Conversion Rate (CR)** -- Use [log file analyzer software](#) to track the number of visitors (or get your techie to do it). Divide the number of **MWRs** by the number of visitors to get the **CR**. The **CR** is the percentage of **visitors** that your Web site converted into **responders** -- it's the **percent** of visitors who will deliver your **MWR**.

**Now you really have a way to...**



... measure and interpret results!

For example... let's say you improve your [offer](#) on the **MWR Closer Page**. If your **CR** doubles, you know you have a winner. Or, perhaps you doubled traffic to your site? If your number of **MWRs** doubles, while the **CR** remains constant, your traffic-doubling efforts have been a success. [More on the CR later on.](#)

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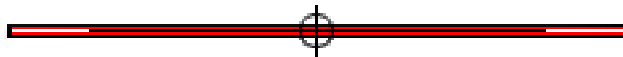
[ **SIDEBAR** ]

Future Now has a handy conversion rate calculator on-site...



Future Now

<http://www.futurenowinc.com/ccrcalculator.htm>



### 3.5. Respond to the **MWR**... Fast

Whether it's a 1-888 call, an e-mail inquiry, or a **Response Form** submission, what is your "respond to the **MWR**" process? Assign someone to respond, and respond **well**, to each **MWR**.

What is your response time? In this digital age, people expect a response within 24 hours. **Beat that by responding same day.** If you can respond in a quality way **within an hour**, you've arrived! Your prospective customer will be impressed... **the first step** to cementing a longer-term relationship. **Never, ever, ever make a customer...**



... wait!



## 4. It Starts With Product

If your product delivers poor price/benefit ratios or is inappropriate for selling on the Web, **quit wasting your time. Quit wasting your visitors' time. Don't sell via the Web.**

**Develop a good product that is appropriate for the Web.** It's not only the **right** thing to do... it's the **smart** thing to do.



The **Product Volume of MYSS! 2002** provides the crucial information you need to start you on the road to success. It covers...

**1) Great Products that SELL on the Web** -- This section discusses the highest sales-potential categories. Topics include...

- Best digital & knowledge-based goods
- Hard goods
- What's selling now

**2) 16-Point Product Evaluation Checklist** -- Is your product appropriate for sale on the Web? Find out how to evaluate, and re-position, your products for the Web.

**3) How to Develop Your Own Products** -- If you control your product, you control everything.

**4) Bad Products -- Why Bother?** -- With endless opportunities out there, why do it wrong? Repeat sales are the key to success. You don't get repeat sales if you sell bad products.

**5) Setting the Price** -- Your pricing decision can make or break you...

- How and why to price **high**

MYSS! 2002... It Starts With Product

- How and why to price low

6) How to Test A Product, Free! -- Need a quick and free way to test-market your product on the Web, free?

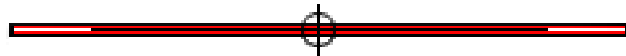
Be confident, before you launch a full rollout.



Bottom line?

It all starts with a great product. Your business success depends on it!

[Click here to open Product Volume.](#)



## 19. It Ends With Traffic

Remember this?...

“To succeed in a Web-based sales venture, you only have to succeed at three levels...

- develop a great product
- write a Web site that **SELLS!**
- attract targeted customers to the site.”



Traffic-building is the...



... final piece to the Web sales puzzle.

Once you've got a **great product**, and a **killer sales site**, it's time to start bringing customers into your digital store.

When it comes to building traffic, I have tried it all. As usual, when you try it all, **you end up discovering what works...** i.e., what fits into the long end of the 80-20 rule.

From struggling along at 5,000 visits per week, I built PennyGold traffic up to a high of 60,000 visits per week... and with much less effort. Sales, of course, increased proportionately, because my methods involved attracting only **targeted** customers... people with an interest in what I was selling.



The special traffic-building “chapter” has grown into a monster and stands alone as a volume. **It contains everything you need to know about building targeted traffic in the most time-and-money-efficient way possible.** It covers...

MYSS! 2002... It Ends With Traffic

- the best **online** ways to build traffic
- the nutshell on **offline strategies**
- **how to effectively use the Search Engines NOW!**

The Traffic-Building Volume includes everything you need to know to attract customers to your site via the Search Engines. And it shows you how to do it powerfully, ethically, and in such a way that even the most sensitive, stringent SE won't object.

Actually, they'll love the way you do it. Because you work **with** them, not against them.

This volume completes the package. From **product**, to a **site** that SELLS, to bringing targeted **traffic** to your site, you will be in control of what it takes to SELL.

[Click on the blue link \(above or here\) to open the Traffic-Building Volume.](#)







## "Best On the Net"

If you would like to become our valued partner-in-sales, investigate our **5 Pillar Affiliate Program (5PP)**. The **5PP** was named "**The Best Program on the Net**" by affiliatesdirectory.com, a directory that contained over 2,500 programs at the time! And #1 guru Allan Gardyne has said that the **5PP** is "**where other programs will be in 18 months**" and has called it "**the best program on the Net.**"



The **5PP** pays a generous commission on...

- 1) the first order by a customer who was referred by you
- 2) **every** subsequent order (for other products) by that customer... forever!
- 3) sales generated by affiliates who were referred by you.

Consider also...

- the rapidly growing product line
- the non-terminatable, transferable agreement
- and the limited number of affiliates -- to prevent affiliate over-competition, we'll be closing this program soon.

Together with lifetime commissions, 2-tiers and a limited membership, **this program builds equity for the affiliate.**



We're looking for people who want to **build equity**, not just join an income-of-the-day program... people who will form a Web-based group of sales professionals. These people will have more than income... they will have a business that can be sold because it really is worth something.

Analyze any other program and you'll find...

A business that can be terminated at any moment, for any reason at the whim of the other party. This has no inherent equity value, no matter how much you made last

**MYSS! 2002...** "Best On the Net"

week. And it describes virtually every other program. Would you buy a business that is subject to termination by whim? Or that could face you with a zillion more competitors in a year?



**The bottom line is simple...** empower the motivated to **build true equity**. **Join the Club** and get two free gifts...

- our **Ultimate Link Tracker** software -- invaluable for tracking link and ad effectiveness. There are no restrictions on its use -- we've designed it so that you can track the effectiveness of **any** ad or link you place for **any** possible purpose.

and

- the **5 Pillar Affiliate Manual** -- declared by Allan Gardyne as the **single best** manual about succeeding at affiliate programs, better even than those costing \$50 and up!



**The 5 Pillar Affiliate Program**

<http://www.sitesell.com/affiliateprogram.html>

