

The Art Of Seduction



Table Of Contents

- 1... The Psychology of Selling
- 2... Examples of The Top 5 Selling Technique Sales Pages
- 3... Setting Up Your Own Sales Page
- 4... Traffic - Drive Your Own - Keep Your Own
- 5... Resources

The Psychology of Selling

This could also have been titled "Understanding what makes a sale". Selling a product or service is definitely an art. It's not by chance that we make the decisions we do when it comes to choosing the items we like to adorn our homes. The media plays a big role, from newspaper ads to magazine trade publications, billboard advertising, radio and of course the 20th centuries biggest media art - Television. These ads (commercials) are generally anywhere from 20 to 30 seconds in length and can range from humorous to irritating to serious and other forms, but all with one aim in mind - "You Will Remember Us". Studying these ads rather than blankly staring at them while waiting for your favourite program to start will give you an insight on how a marketers mind works. Then apply some of these techniques to your own promotions. The medium we are interested in applying these techniques to though is the internet. The first impression any good marketer likes to make upon the buying public is perception. Perception or how we perceive the offer is mainly through our eyes and accounts for 95% of the information we take in. So we could say when we are viewing something we are consciously and subconsciously making decisions upon the information layed out before us. Decisions such as "Do I Agree" with that statement, This raises the questions,- Is it fact? Can you prove it? This is a very important selling point, especially on the internet as the person viewing is at home (generally) and has no other way of believing you if you should say something like " I Made 500,000 Sales This Month". The first thing to notice about this statement is it's to unbelievable to be true anyway , so you are likely to lose most of your audience and the other half if you couldn't prove it. This is where testimonials for a product or service make this part of the job - can I believe you? - a lot easier to make a claim for than without. Proving this fact with sales records or the cheques you received for those sales have also proved effective sales pitches. But human nature being what it is, even this can still have its doubters or skeptics, (faked photographs?). Testimonials from real live customers still works best when it comes to raising the conversion rate as it will also have the effect of making people feel `part` of something.

A good clean website which delivers the message is the next step. Too many people believe that by setting up a website or a blog plastering affiliate links all over it will get them a sale. This is not so. If the visitor sees to many flashing adverts or the content is to widespread - jumps from one topic to another, the visitor is more likely to leave than to spend time trying to work out where your site (or sales pitch) is coming from. So when it is mentioned that you need a good clean website it just means simple effective sales copy dealing with one subject with one intention in mind - Make A Sale. Another point to mention here is that even top branded and well

known websites only at best get a 2% impulse buying rate. Those who buy first time on encountering your website. To cover this and to add that visitor to the "keep" net you need to add an email form capture on your site. This makes sense for two reasons. One that visitor has already shown interest in your product or service and perhaps just needs a bit more gentle persuasion to buy from you and secondly it can take up to 6 or 7 attempts of selling to a client before they buy. How many times will that visitor come back to your website? As many times as you want if you capture their email and you send out periodic newsletters or sales pitches via an autoresponder, until they buy. or perhaps never if you didn't capture that persons email. These emails you have collected are now your traffic for products you're selling now or in the future. (More about this subject in Resources).

If you intend to sell products or services as an affiliate you would be best to create a simple website as a review site where you will list the features and benefits of the product or service thereby pre-selling the visitor before reaching the sales page you are promoting. This method has proven to up affiliate sales by as much as 35%. Be careful when choosing which products you are going to promote as this can prove expensive if you are spending money on Google ads getting traffic to your website - pre-selling the customer only to be let down by a bad converting sales page - poor product - or worse still an unproven and perhaps even bogus operation.

The Top 5 Selling Technique Sales Pages

The best way to understand something is to see it in action and for this we should take a look at working examples that are proven money makers, not just for a few weeks or months but for quite a few years now. Perhaps some of you have bought their products - did you stop to consider why? What are the techniques of these top few? Is it something we mere mortals could do? Lets investigate and see if we can unravel the mysteries if there are any.

The first I'd like us to take a look at is [Rosalind Gardner](#). Rosalinds claim to fame was that she became the worlds first super affiliate. She achieved this by making an un-precedented \$450,000 in one year (2002) and has gone from strength to strength. At first glance we can see that her website promotes only one product (as mentioned) her own and makes a bold claim, this is both backed up by photographs of her earnings and through testimonials of the people she has "helped" - those that have bought her book and have "benefited" from the "knowledge" she imparts. Nothing too out of the ordinary there really though, what you'd expect from a good sales page. A bold headline - proof of earnings - testimonials - benefits. The difference with Rosalinds site over other sales pitches you see around come in a more subtle form. This takes place in her down to earth approach, where she gives the reader a chance to "connect" with her on a level of an "honest" to goodness rags to riches story. Or I'm just like you and if I can succeed then so can you. For this to be an effective sales technique a few things have to happen. The person relaying the story has to have had that experience or it doesn't come across as credible. Also sincerity runs through this website, again this is due to the writer and her "own intentions" the objective she set out to achieve - imparting her experiences and knowledge for others to benefit from. This means it has a natural rhythm and is not "forced". If you haven't bought her book then you should. Following someone who has evidently made it is a recipe for success.

The next example really is a million miles from the first in the approach taken. If you don't know this guy you're either new to internet marketing or you're living on another planet. He's obnoxious, he doesn't care what you think of him or his style. He's extremely rich and you're not so why should he bother with you? He is of course [The Rich Jerk](#) .

When I first came across his products I was put off by his arrogance and paid very little attention to those who promoted his products. So did quite a few other well known marketers at first. So how did he succeed, because succeed he did.

Well he used a technique which "branded himself" - by promoting himself as obnoxious and filthy rich - he irritated the "norm" setting himself apart from the rest of the prominent marketers. As he claimed fame wasn't his goal but bold directness, no nonsense this is how it is "believe me or not" attitude. I'm only here to make money and that's all you should be interested in and if so here's how to do it. Direct Sales - Do You Want It or Not.

Behind this hard sales line there though lurks a comic and fun poking side to his character as portrayed in his cartoon depiction of himself. A spiv with over large sunglasses. This in some way softened the blow as to his likeability factor. The idea was pure genius in my opinion and has spawned a lot of copies in varying formats. As well as himself he made a lot of other people rich as you can see by his own use of testimonials. Unlike the others mentioned here The Rich Jerk has an opt-in-form to collect peoples emails. So return volume will be high.

Again he is selling his own product and his site is clean and to the point - Albeit a very BRASH point.

Ewen Chia is another successful marketer who has developed his own style which again sets him apart with his own unique approach to sales and selling. When you have visited his [website](#) you get an over awed or over-whelming feeling of over deliver. In other words you come away with the feeling I can't fail - Why? Because everything you could need to succeed using Ewens products is there plus more and just in case a bit more is added. This is known as Over - Deliver and is very effective because of the over-whelming factor which encourages two reactions, the first I've already mentioned "I Can't Fail", everything and more is there for me to succeed and secondly I can "trust" this guy, if he's prepared to go to these lengths to set all this up, then the product must be worth buying. His clever use of video is also correct for this kind of sales page as he is selling software. Most people prefer to see these kinds of products in action and again he has adapted the use of video into an art form. His Website again though is similar to those mentioned above in that he uses the formula of one "focused" aim his main objective, one product the key benefits and is armed with testimonials. Plenty of "Call To Action" prompts. This in turn leaves the visitor in no uncertain state of mind " I Must Buy This Product".

The fourth and certainly not least is from a couple named Melford and Concetta [Bibens](#) . Their offering comes in the form of 5 different websites each different in their "niche" terms. Again whilst there is the standard attention grabbing headline there is behind its compelling script a view of "amatuerishness" which serves to sell the product due to as they say a homely couple with a desire to make money from the internet and thereby provide the same for others. Unlike the above already mentioned there are no testimonials to check out. So whilst this may be the real deal and affordable as internet opportunities go, it lacks substance. However this website still makes money and so still adequately proves the main points already discussed within this book. A clear concise simple and effective one or two page website - with one product. Attention grabbing headlines - subtitles - highlights of the main "Key" benefits all leading to a call to

action. This is as simple as any profitable website needs to be. Make your words compelling, whether you are selling your own product or an affiliate program through a review website or blog. One Subject, product or service at a time. Place an email capture form for return traffic opportunities and choose affiliate products to promote wisely.

Setting Up Your Own Sales Page

So now you have seen how others are making money from one page websites focused on one product - isn't it about time you did? You don't have to be HTML knowledgeable if you use a WYSIWYG. It can be as simple as editing a template with whatever your subject is all about then uploading it to your website.

An easy to use HTML editor (as easy to use as a word document and Free) is [NVU](#) For over two thousand ready to edit templates there is the [Open Source Website Design](#) community. All templates are Free with the proviso of leaving the original designers link at the bottom for recognition of his work - a small price to pay as some could run into hundreds if not thousands of dollars if bought elsewhere.

Download the template unzip by right clicking and choosing `extract`, open NVU and click on the `open` button in the menu bar, choose the location of where you placed the template and click on the HTML page then open in the bottom right hand of the grey box. Type away or if the product or service you are reviewing comes with a ready made sales `pitch` then copy and paste this in along with the affiliate link. NVU allows you to edit the page title by clicking `format` then choosing `page format`. This will allow you to insert some meta tag elements for search engine placement. As you get more confident using NVU you might want to go to `page source` at the bottom of the program where you will see a page of HTML. Look for this coding at the top of this page -

```
<Head>  
</Head>
```

This is where the search engines and browsers take `their` orders from when they display the page.

To save yourself submitting to the search engines on a constant basis and to save money paying an expensive submission company, enter this code somewhere within the two head tags.

```
<Head>  
<meta name="RATING" content="General" />  
<meta name="ROBOTS" content="index, follow" />  
<meta name="REVISIT-AFTER" content="30 days" />  
<meta name="googlebot" content="archive" />  
</Head>
```

This tells the robots what type of website "General" which means open to all, the index follow attributes tell the search engine spiders it's okay to collect information about your website and log it in their databanks. The next bit that you see is the bit that tells the spiders to come back to your website every "30" days. You can change this number to whatever you like but for simplicity and safety it is best left as it is. The other piece of HTML asks or tells the google bots to record your website or take a snapshot of it. This is useful if for any unexpected reason your web host should be having problems and the original site is not showing. Your visitors will always have a site to view until the original comes back online and if it takes a while and there is no record with google you will have to start from scratch. Bummer!

When you are happy with your one page sales site or two or three page review site then you need to upload it to your server host.

A Free and very powerful FTP (File Transfer Protocol) which basically transfers your website template to your web host is [FileZilla](#) . Once you have entered your websites host details into the program, `File` then `Site Manager` . The left window pane shows your computers files, search through to where your websites folders are then making sure on the right hand window pane (your web hosts files) you double click the folder `public_html` . this is where your main website resides and will be viewable when your URL is clicked.

Once you are sure you are in the right place with your hosting server you need to right click the web files individually and choose the top option that becomes available `upload` . When you downloaded the web template and unzipped the folder you will see files such as images and or css stylesheet. Make sure you upload these to the same directory as your web template as this will determine how your web page displays. Done. Practice makes perfect. Two years ago I struggled to use a ready made website design solution. With no traffic and no idea what a web page consisted of. Now I have two websites one of which has a page rank of Three with two of the sub html pages with a page rank of two and two subdomains with a page rank of one each. My site is also number one in google from a search of over 215,000,000. In MSN it is number one for a search of 114,000,000. Not bad for a guy who just saw a web page as a way of reading information from his computer and nothing else was involved? Doh! It can be done. Should any of this sound a bit too much there is an automated solution with a program called `Sales Letter Creator` . For more information go [here](#) . Even so it`s still worth taking some of this knowledge on board as you will want to edit the meta tags if you are going to be found in the search engines and indexed.

Traffic - Drive Your Own - Keep Your Own

Traffic - or real time visitors to your website or blog, has been the subject of many, simply because of the basic fact that visitors - lots of visitors equates to money. Your upsell, your conversion rates, your bottom line. Whatever you want to call it. And this has placed a heavy and sometimes time consuming burden upon many who are desperate for that traffic to claim the big prize - money. For this there are many who have probably paid the price, financially to so called traffic experts who would suck them dry with the latest `How To` . There is no `secret` formula. I was lucky to escape most of this and learn the basic, if time consuming methods, but which actually work, because I was broke. If the owner, Ken Evoy of Site Build It, a fortune five hundred company, says "run the other way when offered traffic for money", then you have to listen.

The search engines themselves offer the best clues as to what to do to obtain traffic.

Firstly build a website that is `themed` - one subject, each page relevant to what the site is actually about. Name each page relative to the website, eg; if your site is about `The Making Of Bread` you would name the pages that have the words `Baker` - `Dough` and so on, to do this right click the web page when it is in its folder on your computer, it should be the blue `e` as you would see in your xp internet browser loader, go down that list displayed and choose `Rename` type just the word, when you click off, the file extension .html will be added automatically. Link the pages internally within the body content, this gives the pages more relevance within the search engines view. Page Titles throughout should also match, as should the description. But give the sub-pages the keywords similar to that pages content. The index or home page is the hub of your website, but not the only point of entry from the search engines.

Secondly Linking Strategies. Write articles that relate to your sites theme and post to article directories with the links back to your web pages, the index page and all the others, eg; <http://yourwebsite.com> for the index page and <http://yourwebsite.com/bread.html> for the sub pages. Articles will get your website indexed without submitting to some search engines, and provide long term traffic. Link a blog to your website and place those articles on your blog, this will ping the social bookmarking services, which again in turn will pick up your websites link. Try link-exchanges as a way of getting reciprocal links back to your website. Submit your website to website directories, I find some of them are becoming a bit cheeky here. I don't subscribe to placing there link on my sites to be included in their directory, neither have I paid for a link to be placed. The equation google looks for is more relevant links pointing back at your website, the higher the page rank the better. So if you fill your site with useless junk outgoing links you will depreciate the value of your site. More incoming less outgoing equals better ranking and placement. This will see your website rise in the search engines in time. For short term there are forums which give a small amount of traffic and a link back to your site. Free or paid classified ads? Well think about it, everyone is posting an ad, very few actually use them for actually looking for what's on offer. Can still produce a link, not high on my list. Social bookmarking sites, MySpace, FaceBook are good for short term, but do drop off quite quickly. For these two to be of any use get an autoresponder and place this in your email to and have a ready made message to send out with your offer, this way you get to `Keep` your traffic. And that's the next point to make about the traffic that you do produce. Collect their email. In internet marketing circles this is no secret for massive traffic generation. If you have spent the time to set up your sales page, blog review site then watched as that traffic came and went. Where's your next lot of traffic, visitors coming from? Get their email. then if you want to email them with further information you can, if you're doing a product launch or you wish to promote someone elses. You have the traffic at hand. At the push of a button you could send out an email to thousands of pre-qualified traffic if collected right. With current thought being that one email is worth one dollar, then a list of thousands is worth just that - thousands of dollars. Offer something in return for that email, a Free download such as a short report or Free informational ebook, a course on `How To`. There are many other website businesses which people are used to part with their email address automatically as if it's expected - article directories, forums, safelists to mention a few. For the rest of us who have websites all you need is an autoresponder. There are a few top ones reviewed at Cheap-Email-Marketing.com with Free Trials available and information about choosing the right one. Plus a Free Squeeze page to promote with your email capture form inserted. This brings me onto Traffic Exchanges and Safelists. most people contend they are useless forms of traffic generation. That may be true if you place your main website in these but not if you drive that traffic towards a squeeze page with a short `teaser` to get them to part with their email then direct them to your main website. remember the T.V. ads we talked about earlier? Well that's how you should treat these two areas, you only have 20 to 30 seconds to get your message accross, make it short, snappy and to the point. Another way to have `one way` back links to your website is to write an ebook to give away to your visitors. These can be uploaded to other ebook repository sites which the search engines will follow and pick up on your link. Make it viral by adding it to ButterFly Marketing so that other interested parties can download it to give it away as an incentive.

Resources

Autoresponders to capture emails and deliver sales letters on automation. Top 5 Reviewed with Trials available.

[Cheap Email Marketing](#)

How To Make Money With Autoresponders. How to use autoresponders to their fullest to squeeze every penny out of your newly targeted web traffic.

[Make Money With Autoresponders](#)

Write `Killer Web Sites` An explanation of how to create killer website copy that converts your website audience into eager buyers.

[Killer Website Copy](#)

Get Three Free Solo Ads to email to Thousands.

[Solo Patches](#)

Reciprocal Linking. Place a link from your home page and get hundreds of other websites to link to you for Free. The automated system protects your links.

[GotLinks](#)