New A-z Of Super-effective Sales Pages

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In this eBook will teach you -- *How to talk the language of your customer in your newsletter *How to come up with the one most important message that you want your customers to hear *How to understand the visual components of an advertising message and how they can affect how your customers perceive you *How to use a graphic on the front page to get across your message swiftly and effectively *How to keep information on your page consistent so that it does not confuse people or the search engine bots from Google that assess your page for where it should be ranked on the search engine pages *How to write sales copy that matches the customer you cater to in order maximize sales *Why you should never make the mistake of writing copy that appeals to everyone *How to write headers for your sales page that appeal to your "ideal customer" who will repeatedly buy from you once they buy from you once *How to find the language and jargon that your customers use by researching their comments in blogs and forums *How to write hard hitting headlines and sub-headlines *How to visualize triangles that can help you lay out your content correctly on the page *How to create copy that tells a story from the top to the bottom of the page and lay it this content out so that it pushes your reader to keep reading to the next section *Why it is important to keep every story you tell in your sales copy as plausible as possible *Who are the real movers and shakers when it comes to writing copy and how you can imitate them *How to understand the "leaders are readers" theory of copywriting that is subscribed to by some of the greatest copywriters in the world including Bob Bly, Dan Kennedy, Gary Halbert, John Carlot and Daniel Levis *Why it is important to include the promise of a refund in your sales page and many more ..

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