

The Secret Of Great Marketing

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Learn the Tricks of All of the Greatest Gurus When It Comes to the Grand and Daring Art of Shameless Self Promotion Are you sick of spending a lot of money on a super-sleek website only to have nobody ever visit it? Perhaps you want to write your very first sales landing page and do it right the first time by learning the secrets of marketing pros! Either way you have found the right copywriting resource for you! However I also want you to keep this in mind This is NOT just an eBook about copywriting. It is about conceptualizing a product that can accommodate a great sales pitch in the first place! In the A-Z of Super-Effective Sales Pages I discuss such creative and conceptual matters as -Conceptualizing an idea that will sell in the first place -How validate your initial brainwave for the product or service so that it will sell well in the marketplace -Why a period of intense market research must always follow your initial brainstorming session to establish whether or not this is a realistic topic for making money -How to avoid creating a product that nobody wants, nobody needs and nobody wants to buy -How-to come up with a basic description or name for the product or service you are considering creating and how to make it as accurate as possible so people can find it on the internet -How to use Google Alerts to keep an eye of what is going on in the market -How to use Word Tracker as a keyword research tool -How to conceptualize the best format for your product or service to be delivered in -How to deliver a product package so you can command a higher price! -How to deliver value and quality so that you can charge a lot of money for your product creation -How to ensure that the sales letter you are writing accurately reflects your product -How to discern the benefits of your product or service so you can underline these points and emphasize them to your customers and many more issues that are absolutely pertinent to having a product or service that can actually support the content of a great sales letter!

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