

The Tracy Biller Newsletter

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Is your web site confusing?

If it is, then you have a failing web site.

Dear Network Marketer,

As taught on my Momentum CD, a web site should be one of your sales tools.

Your web site should have one objective, that being “to persuade the visitor/prospect to join your company.”

The overwhelming majority of network marketers are using a web site(s) that is confusing. It is confusing because the first-time visitor is not able to immediately discern from the **home page** exactly what the web site is promoting and/or selling.

A network marketer who has such a web site is usually not aware that his website is confusing, because he’s already in the company and therefore is able to “figure out” what’s at the web site.

Here's a quick test you can apply to your own web site:

1. Go to the home page of your web site.
2. Look at the top middle.
3. If there is text at the top middle that tells the visiting prospect WHAT is at the web site, WHAT the web site is about, and WHAT is in it for visiting prospect (a stated and/or implied major benefit), then the web site is not confusing.
4. On the other hand, if there is nothing at the top middle that indicates WHAT is at the web site and WHAT is in it for the visiting prospect, then you have a confusing web site. And a confusing website is a failing web site.

Remember this fact . . . if your sales tools are ineffective, then you will fail as a network marketer. There are no exceptions to this rule.

Sincerely,

Tracy Biller
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