

The Tracy Biller Newsletter

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Analyze your web site.

By Tracy Biller – producer of the Ultimate Success CDs

As taught on the Ultimate Success CDs, a web site should be one of your sales tools. Within the web site can be one or more of the following elements: text, graphics, photographs, audio, and video.

Regardless of which elements are in your web site, the sole object of the web site should be to **PERSUADE** the visitor (i.e. PROSPECT) to join your company.

Sadly, most of these network marketers do not realize that the web site they’re using is not persuasive.

The primary reason these networkers do not realize their web site is not persuasive is that they do not look at the site through the eyes of the prospect.

The home page of the typical network marketer’s web site features the company’s logo somewhere near the top, perhaps the company’s name, and perhaps the company’s “cute” tag line. While all of this serves as pretty eye candy, rarely does any of it tell the prospect **WHAT** it is and what it can **DO** for the prospect.

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More often than not the home page features “news” about an upcoming event, which means absolutely nothing to the prospect.

More often than not the home page features a photo of a product with the products name and “cute” tag line. Again, this means nothing to the prospect.

More often than not, the prospect has to dive deeper into the web site to find out “what’s in it for me”. Sometimes they can play a video, but more often than the video rambles on for two, three, sometimes four minutes or longer before it actually tells the prospect **WHAT** this actually is and **WHAT IT CAN DO FOR THE PROSPECT**.

Recently I did an audio analysis of an e-commerce web site (Boot Camp Audio Training #8), pointing out that the first-time visitor to the site saw immediately **WHAT** was being sold at the site and **WHAT IT CAN DO** for the prospect. I also pointed out that clearly presented on the home page of the web site were the important facts and benefits of the product being sold.

One of my customers, Craig Bell, understood what I was teaching. Craig wrote the following in an email to me:

Dear Tracy,

**Your analysis of the V-Pump web site really
opened my eyes and it taught me to look at my
own web site through the eyes of my prospect.**

I see now that my web site doesn't clearly tell the visitor what my company is and what the benefits are for joining and working the business.

I really liked it when you pointed out how the features and benefits of the product were clearly presented so that they were clearly understood.

But when you pointed out how a sales letter starts the whole process, it was like blinders were removed from my eyes. I got exactly what you've been teaching on your Persuasion and Momentum CDs.

That analysis was awesome! I hope you do some more in the future!

Sincerely,

Craig Bell

If you're using a web site as one of your sales tools (and indeed, you should be!), then you must analyze it for effectiveness.

The bottom line is that if your sales tools are persuasive, then you're going to sign people up.

If they're not, then you won't.

It's that simple.

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