

The Tracy Biller Newsletter

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The all-important sales letter.

In this newsletter you will read exactly what I told a roof contractor about how he can make his web site more persuasive and effective.

What I told him should be applied to the web sites of most network marketers, perhaps even yours.

Dear Network Marketer,

Lately we’ve had some good-sized thunderstorms rumble through Middle Tennessee, and the high winds of one of the storms caused significant damage to our roof. Therefore, we’re getting a new roof. Five different roof contractors have submitted their estimates, and we’re just about ready to sign a contract with one of them.

However, this newsletter isn’t about our damaged roof. It’s about the flawed web site of one of the roof contractors.

In this newsletter I’ll call him “Mike”.

The all-important sales letter.

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Mike is very respected and gets most of his work by way of referrals. He came to our home last week and gave me a wonderful presentation. (My wife Lori was unable to attend that particular meeting with this roofer.) In fact, it was the best presentation of the five. And his pricing is good also. We're about 90% sure we're going to give him the job.

Two nights ago I sat down with Lori and we looked over the estimates and paperwork that each contractor left for us. Lori suggested we go to each roofer's web site and see the "before/after" photos, read the testimonials, and see what else we can learn.

So we sat down at our computer and went to the roofers' web sites. Four of the roofers had web sites that did exactly what they are supposed to do. The web sites' home pages told us immediately WHO the site was promoting, WHAT was at that site, WHAT we had to gain (benefit) by hiring that roofer, along with before/after photos, written testimonials, choices of materials with detailed explanations, and much more.

But the fifth web site – Mike's – did none of the above.

So what did Mike's web site actually do?

Mike's web site had been made by a small "web site making" company totally devoted to "social media". They sold Mike on the idea that he should fill his home page with many links to "articles" and "essays" that were designed to increase Mike's credibility.

I could spend hours telling you about all the problems with Mike's site. I'll sum it up in two words: absolutely horrible.

I really like Mike, and he has a great reputation as one of the area's top roofing contractors. So I decided to tell him that his web site is horribly flawed.

Yesterday morning as I was typing out an email to Mike, I thought to myself, "I sure hope he isn't offended." After all, sometimes people are so "in love" with their web sites, that constructive criticism – while 100% accurate – isn't well received.

Here's what I communicated to Mike:

Mike,

Although I'm considering hiring your company to put on my new roof, I must say I am extremely disappointed in your web site. Your web site is very difficult to navigate, and the things I'm looking for either aren't on the site or I simply can't find them, such as: types of shingles, types of ventilation, before/after photos, written testimonials, etc.

Sometimes the so-called "web guys" (those who know how to build a web site and who claim to be "experts" in Internet marketing) know little or nothing about persuasion, sales and marketing, presentation, and/or how the human eye/brain best sees and comprehends sought after information.

I humbly suggest you have a new web site made for you. But before you do, put yourself in the position of a potential customer, and ask yourself these questions:

1. Does the site load quickly?
2. Does the TOP MIDDLE of the site tell me exactly what is here, and what is in it for me?
3. Does the site's home page entice me with stated and/or implied benefits to STAY a while and PERUSE the site?
4. Does the site give me EASY TO FIND links to those pages from where I can find pertinent information?
5. Is there anything on the site that could cause me to misperceive what this site actually offers?

Most important of all, the site should have one (1) and only one (1) objective. Define that objective, and then the site is built from there. From your current site, I can't figure out the site's objective (if it even has one).

Also . . . and this is the most important thing of all: your site will rise to incredible levels of effectiveness and persuasiveness is first a sales letter is written (before the site is designed and produced). Few if any "web guys" do this, simply because they can't write effectively. The letter must be well-written, well-crafted, and extremely persuasive. That letter will then serve as the core (i.e. foundation, nucleus) for the creating of your other sales tools, such as your web site.

Hope this helps.

Respectfully,

Tracy Biller

Within a couple of hours I got an email reply from Mike. He thanked me for what I wrote. He said that while most people merely complain, he really appreciates someone offering suggestions on how to make something better. He said that he's going to make the changes, and he'll email me when it's all done.

That was yesterday.

Today Mike's ineffective web site is not accessible. It's been taken off the server. That's because Mike has come to the conclusion that his web site is both flawed and ineffective. He's gotten right to work on getting a new web site created and put online for his potential customers to access.

What I wrote to Mike can be applied to many web sites that belong to network marketers, and network marketing companies. The most important thing I wrote to Mike is that he should begin the process by writing a sales letter. From that letter he'll have developed several headlines that can be used at the top of his web site, plus he'll have numerous sub-headlines he can use in different areas of his web site. Various paragraphs of his sales letter can be used on the pages of his various links.

I could go on and on.

The bottom line is that it all starts with a sales letter. Before a web site is made, or a voice mail pitch recorded, or a recruiting call choreographed, a well-written, well-crafted, effective and persuasive sales letter must be created.

Sincerely,

Tracy Biller
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Tracy Biller's "Success-Training" newsletter is published and distributed by:

Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077