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How To Create A Website To Sell Your E-Book

The sales website is the most crucial area in the informational products business. You could have the most interesting and informative book in the world but if your sales 'copy' is crap people won't buy it and you won't make any money. To start with you need only create three pages which are:

- 1... The sales page
- 2... The affiliate's page
- 3... The 'thank you' page

The Sales Page:

The sales page is where you sell your book with a sales pitch using one or preferably a combination of words, videos, testimonials, audio – whatever suits your product.

It is imperative that you get the 'copy' right as if you screw it up it will cost you thousands of dollars in sales. Especially important is the 'headline', the one or two sentence 'teaser' at the top of the page.

How the 'headline' makes ALL the difference to your sales:

A friend of mine in the marketing business changed just 4 words in his headline and his sales jumped from \$1000 a week to over \$3000 a week INSTANTLY!

The reason is this...When you get a visitor to your website they'll read the headline first and if it doesn't captivate their attention IMMEDIATELY, they will close the page down and go elsewhere. It is the choice of words which is so important.

An example selection of words you should use in your 'headline':

Secrets Amazing Shocking Revealed Explosive Startling

Warning Urgent Dynamite Potent Mind-blowing Successful

Discount Save Soar Unlock Formula Blockbuster

Unleash Earn Discover Uncover Slash Secure

Accomplish Achieve Hurry Burst Explode Profit

Benefit Powerful Strong Surprise Superior Increase

Surefire Miracle Wealth Tested Proven Direct

Bonus Trusted Genuine Exclusive Approved Endorsed

An example selection of phrases you should use in your 'headline':

How to... Who else wants... Insider secrets...

100% guaranteed... Special offer... Closely guarded secrets...

Act now... Money saving... Zero-risk...

Limited to the first... How you can The shocking truth about...

The truth about... If your serious about... Free bonuses...

Urgent information... Discover how to... Take advantage of...

Are you ready... Special invitation... 100% pure...

A breakthrough system... The quickest way to... Individually designed...

It's so easy... A simple solution to... Results in just...

Your chance to... Information packed... More powerful than ever...

Yours free if you... Astounding new... 12 proven steps to...

Say goodbye to... Surprisingly simple... Hassle free...

Cash in on... Instant results... Insane profits...

Enjoy the ultimate... You'll wonder why... In test after test...

If you're stuck and don't know where to begin you could always pay a professional copywriter from www.elance.com to do it for you. Even if it costs \$500, you'll make your money back extremely quickly if it's done properly. Check out Marlon Sanders for tips on copywriting.

As I mentioned above, there are other important aspects to your sales page and having testimonials is one of them. These can be extremely powerful way to sell your product. If you don't have any, get members of your family or friends to review your book and write some for you.

The Affiliates Page:

This is another extremely important area as affiliate sales will probably be how you make the bulk of your money. You must get this correct from day one! Provide affiliates with articles, text ads, graphics and other material to sell you product. If you don't bother, they won't bother.

The last affiliate website I set up was 'software' based and I scoured different websites looking for different products to promote. If I wasn't provided with good marketing material and a graphic to use I just moved on.

Here is a good example of an affiliate's page: [how to work from home](#)

The 'Thank You' Page:

After someone buys your book, they will be automatically redirected by clickbank, or whichever payment processor you use, to your 'thank you' page. You will give instructions on how to download your product, your email address in case of technical queries and a link out to another one of your websites, if you have one. You can also use the 'thank you' page as a money making tool as I've already discussed.

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