

How I Got Totally Sold on Pre-Selling Landing Pages!

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Using pre-selling landing pages with a vengeance yet?

If so, then you already know what kind of cool adjectives this article is about to bestow on them.

If not...grab a pen, a notepad, and some caffeine.

The internet is a shoppers DREAM. It is how we can compare colors and prices and styles with a mouse click. By definition, the net is a bounty of information just waiting to be had. Knowing this, why are so many BUYING traffic, even laser targeted traffic and ALLOWING people to window shop on their dimes?

Dumb.

Think about it. The primary focus of almost every web owner that I have met is on unique visitors or strategic keyword driven hit counts...nice and all, but at the end of the day, paying for little Johnnie to go to college comes down to web SALES not web hit counts!!!

And the primary reason why so few sales are being made these days is that too few web owners are focused on the one thing they need to focus on...

CONVERSIONS!

Finding great prospects is a science...but it can be done.

What happens after that?

How do you "romance" that prospect into a buying mode properly? How do you get those people to "commit" themselves into your buying process?

You create a stunning pre-selling landing page! You copywrite the hell out of it. You build up the passion and the excitement and the PROMISE on that page. You make it impossible for that person to take their thoughts off of your presentation!

YOU DANGLE THE CARROT AS HARD AS YOU CAN!

You flood them with all of the benefits you can...and you do this BEFORE you send them to your Home Page!

That is how the internet marketers making 6 figures per month are doing it like clockwork!

If you are not marking pre-selling landing pages, you need to...and you need to yesterday.

Kevin Browne