

The Simple Art of e-Persuasion...

# The Netwriting Masters Course

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Want to sell more? Write better.

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# 1. Introduction

**The Netwriting Masters Course**, written by **Ken Evoy, President of SiteSell.com**, is an intensive course on writing high value content that builds targeted traffic, PREsells effectively, makes the sale, and builds a successful online business.

**SiteSell.com**, is a leader in Net marketing products that work. Their flagship product, **Site Build It!**, is considered a “quantum leap” product that puts the power of the Net into the average, non-tech-savvy small business person who may not “know tech”... but knows his/her business (<http://buildit.sitesell.com/>).

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Just starting your own small business? Want to develop a second income stream by selling your e-book? Perhaps you are an established affiliate of several programs? It doesn't matter. Everyone shares the same goal with their online ventures...

... **to maximize profits.**

Whether you have minimal or extensive Net experience, you will profit from the information provided in this Course. This course is designed and written for **everyone**. Please feel free to share it with family, friends or colleagues -- anyone you know who wants to “do” business on the Net.

**The Netwriting Masters Course** is a “work-at-your-own-pace” course. Some of you will be able to devote large blocks of time to it. Others may only have 15-30 minutes per day to spend on it. Either way, it does not matter how long it takes you to complete the course. Set aside a certain amount of time per day to follow this course and to do your homework. You'll find it was time well, no best, spent as you refine your Netwriting skills and become a successful e-persuader.

There are a couple of small housekeeping detail to highlight before you move to the next chapter. First on the list...

Print out the course, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. This is serious – writing well is important. Go for best learning results -- get comfortable. 😊

Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

<http://www.fineprint.com/>

The material in **The Netwriting Masters Course** is extensive in scope. It will require some effort and commitment on your part, as does anything important that yields rewards. Just take the time needed to digest the information properly before you start writing. Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know “why” things work the way they do.

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So let's start the ball rolling with two critical “why” questions...

- 1) Why do 97-98% of Web sites fail to thrive... or worse die?
  - 2) Why are the 2-3% remaining sites so successful at generating traffic and income?
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## 2. Join the 2% Who Succeed

Pull the string, and it will follow wherever  
you wish. Push it, and it will go nowhere at all.

-- Dwight D. Eisenhower

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The key to success on the Net for the small business owner is to master an in-demand **niche**. With a niche-focused business, your competition will be lower and it will be easier for targeted, interested visitors to find your Web site.

**And “visitors” equals “traffic”... the lifeblood of any business.**

In the offline world, traffic is relatively easy to achieve – it’s all about “**location, location, location.**” For example, an attractive, nicely merchandised store in a mall or on a busy shopping street usually means instant traffic -- and sales, of course!

However, in the online world, no one just happens to walk past, see your product or service and enter. Surfers on the Net are not looking for you or your business. **People search for information, for solutions.** After all, if they knew you existed, they would not be searching. They would already be customers.

**Online, you must generate your own traffic to be successful.** Your primary task -- well before you make your first sale or contract to a customer (often well before that person is even aware that s/he is shopping!) -- is to provide the **information** (i.e., **high value content**) that people are searching for, in a way that the Search Engines like.

If you do that...

A higher search ranking at the engines makes your site easier to find. Your quality content (your words!) builds credibility in the minds of your visitors and converts them into warm **PREsold** customers. From there, you can easily get that click through to your monetization model (i.e., how you generate income). That could be your order page for your product, or your merchant’s site that you represent as an affiliate, or your contact form for hiring details, or Google’s AdSense program, etc.

This is what an effective **Theme-Based Content Site** is all about!

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Take-home lesson?

Make the critical offline-to-online mind shift and you will join the 2% of small business owners who succeed on the Net. Focus on...

**“Information, information, information.”**

By building a Theme-Based Content Site, you will be growing your clientele (i.e., targeted traffic) from the ground up. Owning your traffic is essential to your longevity on the Net because...

If you **don't own** your traffic, **you don't own your business.**

An effective Theme-Based Content Site will be searched-and-found by prospective customers -- a number that will increase steadily as your site gains in reputation and relevance at the Search Engines. Simply put, you will be building a site **that works for you**, not the other way around!

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So how do you build a site that works? It all boils down to this do-able process...

- 1) Develop a valuable **product or service** -- your own creation or someone else's!
- 2) Develop **your own site** in the niche that you know and love.
- 3) Fill that site with **high-value content**.
- 4) Use that **content** to attract your own **niche-targeted traffic**.
- 5) **Build trust and credibility** with your visitors.
- 6) Use content to **PREsell** your targeted visitors. And...
- 7) Convert that **PREsold**, warm, willing-to-buy traffic into **sales or contracts**.
- 8) **Diversify** your revenue plan to include other monetization options (ex., Google's AdSense, affiliate income, services, etc), all related to your site's theme-based content. This diversification will help you grow a stable business that you **own**, one with true equity.

The process is simple, straightforward and easy once you shift your thinking to...

**“Information first... income generation, second.”**

There are simply no other variables to blindside your goal. If you “do” each step of the process correctly, your Net venture will prosper. No, it **must** prosper. But, here’s the catch...

You have to succeed at **all** steps. And the good news is that anyone **can** succeed if they combine motivation, the right process and tools ([Site Build It! has everything you need](#)) and a little hard work.

**So why then do 98% of online businesses fail?** Sadly, their owners started with and continued to follow the wrong process...

- 1) Create a product/service.
- 2) Create site to sell a product/service.
- 3) Add payment and fulfillment solutions.
- 4) Die due to lack of traffic.

Most small businesses fail because they skip several important steps. They prepare to sell and collect money, before they have provided what their visitors are searching for -- **information**. How disappointing! This type of result is completely avoidable.

Take a minute and do a quick comparison of the “success” process and the “failure” process...

As you can see, the first step about product development is similar. After all, a poor product will not sell on the Net (or at least not for very long). And some products are just not cut out for the Web. Even a great content Web site will not change these two stark realities.

However, there is one big difference to note... successful online small business owners realize that product/service development is really an **extension** (or “the logical next step”) to developing a Theme-Based Content Site.

The other steps, as you can see, are radically different... as are the results.

### **SIDEBAR**

The right tools are just as important as the right process. **Site Build It! (SBI!)** provides both in an innovative, completely integrated system! It has all the necessary site-building-and marketing tools (all in one) and a clearly written Action Guide, along with guru-in-your-ear online help, that outlines the process in step-by-step detail.

No matter what type of online business you have (or are developing), **Site Build It!** will lead you down the road to success not failure. Learn how **SBI!** can help you grow your particular business, by finding your specific business type at...

<http://find.sitesell.com/>

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It all boils down to this...

The 2% that succeed on the Net build targeted, interested traffic by providing the type of high value content that their visitors are searching for and that the Search Engines like. These smart business owners PREsell ("warm up" their visitors) through excellent content about a profitable niche/theme related to the concept of their product or service (or the ones they represent). As a result, these PREsold visitors are more open to their sales offers and convert more quickly into enthusiastic customers.

The 98% that fail build a Web site to sell and somehow figure that traffic will just show up and that these visitors will be willing to buy or hire immediately. Wrong thinking... wrong process!

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The **Netwriting Masters Course** is not able to discuss the whole "success" process in detail. The primary job of the Course is to show you how to write content that PREsells ("warms up" your visitors) and then converts your visitors into customers. "Content" covers **all** your online words, including e-mails, autoresponders, newsletters, ads -- basically, every point at which you communicate with your target market.

Before you start, however, it's critical for you to understand and believe the following...

**Effective Netwriting is something that anyone can accomplish...**

**PREsell.** Then, and only then, sell.

Formal writing training is not necessary. You just need an easy-to-follow method and a few proven tools and strategies that work.

Building your online business by writing valuable content is nothing magical or complicated. It does not require a special genetic gift... it's about providing the information your visitors are looking for. It's not about cutting-edge design, flashy graphics, bells and whistles.

Relevant content attracts and persuades. The right words will turn a visitor into a customer. Great content persuades them that your product or service (or those that you represent) is exactly what they need -- so they buy it. The wrong words, on the other hand, drive those surfers to your competitor, never to return!

### **SIDEBAR**

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Not quite convinced that valuable content plays such an important role in your online business? Try this quick experiment. Review the following **SBI!**-built Theme-Based Content Web sites...

<http://www.cheap-computers-guide.com/>

<http://www.audiolofftreport.com/>

<http://www.rent-a-villa-in-tuscany.com/>

Imagine these sites without any graphics or logos. Could they persuade? Now try blotting out the content instead. Could they persuade? Obviously, content is the critical ingredient.

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**Anyone**, regardless of who they are, where they live, what they do, can be empowered to use the Internet to leverage their income-building potential -- whether it is to build an e-business, grow an existing offline business, or create a secondary income stream.

**You just need the right words, the right process and the right tools, at an affordable price, to succeed.**

So far, we introduced "PREselling." Now, let's shift gears to sales copy... writing to sell.

The key to successful sales copy is more than stringing a few "power words" together, like this...

"Now, for a limited time only If you act before you take another breathe blah, blah."

Sorry, there's no magic formula that will bring you amazing results. There's something better, though. And here's the flip side of hype, which we also see so frequently...

"The Techno-Bauble is the result of 2 years of intensive research into dynamoptic research into the paradigm shift of the..."

Yawn, yawn, yawn. Click. You lost them.

Doesn't anyone know how to **persuade** the way we do it in real life? We persuade our spouses, friends, customers on a daily basis.

Simple, straightforward communication... with no hype.

Your words have to attract, appeal and guide your reader-cum-customer smoothly and carefully to your source of income generation (i.e., how you make money). Nothing more...nothing less than that.

You can't come "close" or "just about make it." "Close," as you know, only counts in grenades, horseshoes, and dancing. You have to **make** the sale or contract. Yes, even if you're selling grenades, horseshoes, or dancing lessons.

In the upcoming Chapters, you will learn how to make your Web site's content become your #1 salesperson... the smiling virtual body behind the counter or stationed in the aisle.

There is no secret to writing good content that PREsells persuasively and creates an "open-to-buy/hire" attitude in your visitors. If you...

- really know your product or service (or the one you represent)
- understand the difference between **PREselling** and **selling**
- feel passionate about your business
- and are motivated to succeed

... you can write great theme-based content that will lead a PREsold visitor to a sale or contract. No "literary genius" is required.

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**The Netwriting Masters Course** will help you fine-tune your natural-born persuasiveness online, by mixing in some standard offline copywriting techniques and some new e-techniques. You don't need special creative writing classes.

Elad Shippony is an inspiring example. He too started with **The Netwriting Masters Course**. Now he has a successful online business and he is able to pursue a life-long dream. Let Elad tell you his exciting story in his own words...

<http://buildit.sitesell.com/case-studies/infopreneur.html>

Yes you really can, and will, rivet your readers to their screens and pull them cleanly through your site, right to your sales page (or your particular income-producing source) where you close the deal... a seamless and painless process to the end.

One small warning...

To be a good e-persuader/Net writer, you have to be willing to make the effort.

There is no magic wand or instant formula. It's a wonderful feeling when you see the power of **your** content as it persuades and builds income.

Electrifying!

Ready to begin?

Sound the bell... Class is in session!

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