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About the Author:

I am an educated CPA from University of South Denmark. For 12 years I worked as a CPA in Denmark, but after that I have been traveling around the world as a specialist in starting up manufacturing factories, in Germany, Africa, Lithuania, Russia and USA. So with my background I have been an entrepreneur in many different environments and cultures, which means I have learned to fight for success and never give up.

Over the last year, when I was working in Colorado, USA, I started up as an Internet Marketer and the business is running very well today after a long fight and a lot of challenges in the beginning.

Take a look at my LinkedIn profile:

<http://dk.linkedin.com/pub/hans-n%C3%B8rgaard/13/a42/868>

If you need support and a Home Based Business that really works, see <http://increase-u-income.com>

I hope to meet you again soon!

Kind regards
Hans Norgaard
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If you are delivering a digital product such as E-Book, report, software, or script, remind your prospect that the delivery is instant.

For example:

The delivery process is automated and you can receive the manual instantly upon purchase. So, it doesn't matter even if it's 4:00AM in the morning so purchase your copy right now and you discover how you can tap into the planet's BIGGEST social networking site and bring your business to greater heights!

Avoid using the until midnight excuse.

This is primarily the case in Internet Marketing circles where most savvy marketers know it's really only a script at work. Unless you really meant that your product offer would be gone by midnight, you should refrain from using this tactic.

Because in ways more than one, it's pretty misleading even in pursuit of getting your prospects to act now. Evidently, your product would still be there the next day, being sold at the same price.

So use any other scarcity factors but this!

Press your prospect to act on scarcity reasons.

You can say that you're limiting the number of copies of your product (and keep your word on it!).

And it has been proven that scarcity sells. People by nature like to have the privilege of owning so this is one factor you can really bang on to increase your conversion rate and sales.

For example:

Time-Based

This is NOT an open-ended offer. This sale runs for only 7 days. After the 7th day is past, this offer will expire and be removed forever!

Quantity Based

Only 100 copies will be sold. No more than that. Once the 100th copy leaves the shelf, this offer will not be made available again, EVER!

Use Fast Action Bonuses.

Nowadays, just offering bonuses just isn't enough an incentive especially if you're in a competitive niche. So you can add your edge by offering time sensitive bonuses.

Aside from your bonuses having to be perfect complimentary products to your primary offer, the fact that they are scarce encourages your prospect to act now and swap the Fast Action Bonuses and get rewarded more value for the same money purchased.

Tighten the offer with a long-term guarantee.

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The longer your guarantee term, the better. Encourage your prospect to try your product out and test-drive it instead of being neutral or indifferent.

Here's an example:

Don't wonder. Don't think. Just try.

Also assure your prospect that you will be shouldering all the risk for him or her throughout the guarantee period.

I stake my reputation on my claims (in as bold as they may be), but I seriously hate to see you pass such a great deal that I'm willing to shoulder all the risks for you so you can try it out worry-free!

You may continue to go on and write:

You have my word that this is the big breakthrough you're looking for.

And if it's not up to your satisfaction for any reason whatsoever, just drop me an email, delete the product off your hard drive, and I'll refund every cent of your purchase. No questions asked.

You have nothing to lose except a chance to try it out!

Use P.S.es to summarize your offer or reveal hidden benefits.

Here are some things worth summarizing in your P.S. (or post-script), even

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though you don't have to cover all of them; some will do:

You are shouldering the risk for your prospect through your Money Back Guarantee.

It would be more expensive and costly in terms of money, time and effort (or all) if your prospect seeks other solutions or alternatives than yours.

You can stress on the Fast Action Bonuses and how scarce they are that if your prospect doesn't act now, he or she will miss them out.

If you have no other urgency factors, stress it out to your prospect on how valuable it is to him or her to tackle her current problems right NOW and not later with your offer.

You can use the P.S. to reveal other hidden benefits not mentioned earlier in your sales letter. It could be an unannounced bonus, guarantee statement or a reward for acting immediately.

You can choose to reveal even more praises and testimonials in effort to encourage your prospect to act now and become your customer.

All in all, P.S.es serve as good summaries and presses your prospect to act now by purchasing from your order link/button/form.

Tell your prospect that the price you're asking for is a bargain.

You can do this by comparing to other possibly higher cost solutions by your competitors (without naming names) or less effective alternatives.

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For example:

Which one do you think is a smart thing to do? Invest \$97.00 and find out all of what you need to know about making a killing in the stock market OR flushing thousands of dollars into shooting in the dark and get killed in the process?

OR

For the first time ever, you can tap into the secrets of top marketers at the measly price of \$47.00. Now why would you even pay \$2,000 to attend a seminar to learn the same secrets I share with you in my audio course?

Now we are going to discuss everything you need to know about writing headlines and sub-lines that really force people to keep reading. When you follow the steps correctly this method of writing will force people to fall for everything you say. Let's be honest, clever marketing is good marketing!

1.Color your headline red.

The color red usually symbolizes urgency or importance. Alternatively, you can use black or text with yellow highlight in the background if red won't suit your sales copy's color theme.

However, it is advisable to use red as the color of your headline plus this color can be used with almost any theme color suitably.

2.Your headline font must be larger than the standard font used for your sales letter.

The purpose of your headline is to grab your prospect's attention to read and qualify him or her. Thus it's important for your headline to stand out from the rest of your standard font.

Usually, the headline font is 1 or 2 times larger than your standard font.

3.Imply a benefit or a summary of your offer in the headline.

And the benefit should often refer to your prospect, not YOU or someone else. Even if you are using another character in the headline, make absolutely sure

that it ultimately has to do with your prospect and why or how it could benefit him or her.

Speaking of characters

4.Introduce a character in your headline.

It makes your sales copy more interesting to read and in many cases, relate it to your prospects. For example:

Discover How A 24 Year Old Student Is Making THREE Times More In Income Than His University Professor On The Internet!

This headline is best aimed at young and the young at heart who wants to know how to make money online.

Or:

How A 27 Year Old Unemployed Chap Broke Out Of Bankruptcy And Became Financially FREEÖ And How YOU Can Do It, Too!

This headline is best aimed at people who are broke or bankrupt and how they can improve their financial status, regardless of how old they are.

Depending on the nature of your product or service, the more you can relate it to the majority of your prospects, the higher the chances you can hook your readers to read your sales letter, and then hopefully purchase from you.

5.Your sub headline serves as a hook to make your readers continue

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