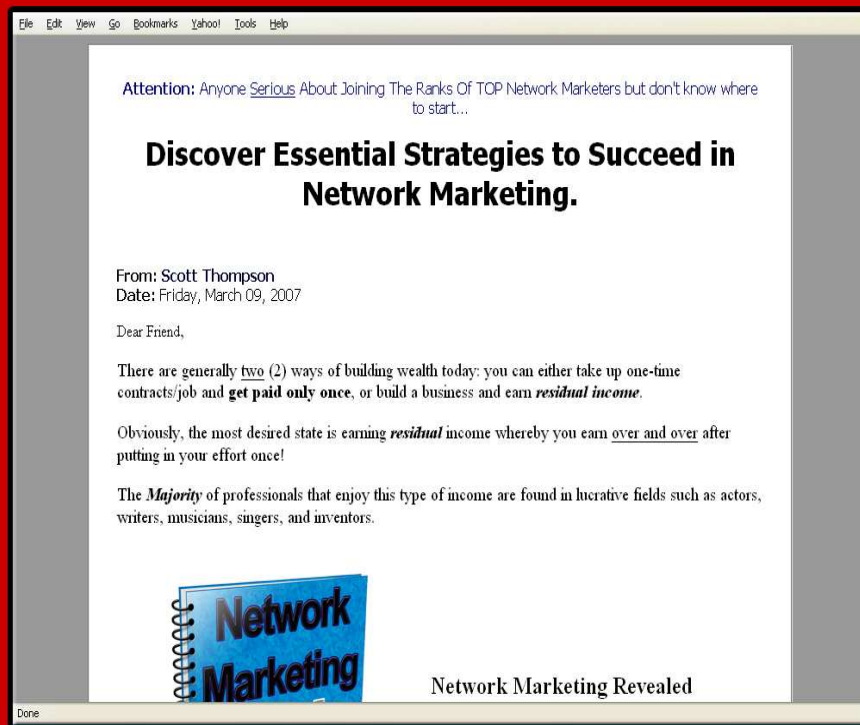


# SALES PAGE PRIMER



**"Discover the Single most  
Important Skill you can Ever Learn  
in Marketing!"**

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## **Sales Page Primer**

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Dear Friend,

I'm writing this to you while it's fresh in my mind and pumped... actually totally psyched about this subject. Copywriting is something I've personally been working on perfecting ever since I made that initial decision to take a stab at making a dollar or two online.

You see... copywriting is the single most important skill you can ever learn in marketing. You either learn to write it, or pay someone else dearly to write it for you. Personally... I'd rather keep that kind of money in my own pocket and just learn how to write it.

It doesn't matter how fantastic your product is... if your sales copy sucks you're going to spend your time and money and send it down the toilet.

You can actually have a shithouse product, but if your sales copy screams a pot of gold at the end of a rainbow... Then it will sell.

I'm sure you've experienced this before... You find yourself so engrossed in a sales page, you can't take your eyes off "what will be said next"... This is what you're aiming for when you write your own copy!

Heck... doesn't just apply to sales pages... Have you ever had an ad that comes on TV... and you cannot change the channel? You feel compelled to watch every part of it... You know you're being "sold to" but you just can't resist! You've got to watch every part of it!

In fact... it just happened to me 5 minutes before I began writing this... I'd just finished watching a movie and when I flicked to the tv there was one of those "infomercials" on.

And you know what? I COULD NOT SWITCH THE CHANNELS!  
Anyways, lets get to it...

Right now, I'm going to show you what system I use in order to pull an at LEAST 1% conversion. Most of my conversions sit around 1.5% to 3%.

Here is my formula...

## Headers

They look pretty don't they? In fact... it often gives the page a much more professional feel... Depending on my sales copy... I may or may not use one.

Let me explain...

If I'm selling a product for under \$20 and I'm planning on selling it to my subscriber list then I will usually create a banner for a slightly more professional feel. (Especially if I'm planning on only writing a small sales page for it...2 to 4 pages).

In order to use this feature though, you need to ensure it blends in with your page, not stands out like dogs dicks. You don't want it to take away the focus of what you are selling.

If you are using a blue background then a red colored header is going to look inappropriate. Yes... it will stand out like dogs dicks! (Excuse my French ;-)

Perhaps a good indicator of this is for you to reflect and think back before you begun marketing... How many websites did you buy from that had a header?