

EFFECTIVE *Sales Page*



WELCOME

In this report, we're going to take a closer look at something that is absolutely basic and fundamental to success as an Internet marketer. However, it's also the one thing that is most prone to mistakes and missteps that, in the end, lead to lost sales and reduced profits.

You already know that the sales page is your biggest Internet marketing asset. It is where visitors land to find out more about your product, make their buying decision, and then make their purchase right away. Sounds pretty easy, right?

Yes, it is pretty easy to construct an effective sales page if you know the following:

- What elements to include
- In what order to include them
- How to format them for maximum impact

You can do a simple Google search and find all sorts of people out there offering their advice and suggestions for creating a high quality sales page. If you were to buy all of their information products, read all of their articles, and capture their overall main ideas, what you would most likely find is a hodgepodge of ideas and descriptions.

What we're going to do here is take this hodgepodge of ideas and descriptions and put some order to it. You might be able to argue with the names and titles we give to certain elements, but you certainly will not be able to argue with the effectiveness and accuracy of what's presented here.

If you're reading this report, then you're already well on your way to creating a powerful sales page that generates huge sales and profits. Why? Because you're now armed with the valuable information necessary to create that kind of success.