



# 3 Simple Steps to Online Marketing Success!

Discover the Insider Secrets they  
really don't want you to know!

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## Table of Contents

Copyright & Warranty	3
What is Marketing All About	4
Looking at Your Business; Online or Offline	4
What's the Real Purpose of your Company Website?	4
The One Question Every Business Owner Get's Right	5
The Marketing Report Summary	6
Your First To Do List	7
Understanding What Marketing is All About	8
Marketing & Sales Summary	10
3 Steps of this Proven Marketing Strategy Revealed	11
The ABC's of Internet Marketing	11
6 Facts of Marketing & Sales (that you must follow on your website)	13
The Funniest Question	14
7 Best Strategies to Convert Prospects	16
More Help with your Online Marketing Strategy	19
Doing it Locally	21
One Simple Secret Smart Marketing People Will Not Tell You	22
Why is this Strategy So Powerful?	23
Marketing Tips form the Pros	25
Our Thank You	26
About the Author	26
Your Action Plan	27

# 3 Simple Steps to Online Marketing Success!

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## **What this Marketing Report is All About:**

Unlike any other Marketing Report that you may have read, we wanted to outline some of the most important information you will need to know right up front and from the start. Within the next few minutes you will understand exactly what to expect from this report and how it can change your business. If we can't prove that to you within the next few minutes, then there's no use going on. We're not here to waste your time.

To better understand what you're going to get from this report, start by consider the following:

## **Looking at Your Business; Online or Offline:**

Whether we're talking about your 'bricks and mortar' store or your company website (or both), the fact remains the same. Your business can not survive without sales. That revenue is the blood stream that keeps everything else moving.

Likewise, your business can not grow unless you are increasing your sales. You can only increase your sales by:

- Increasing the prices of your products or services
- Increasing the size of each sale (like selling bundles or upselling your customer)
- Increasing the number of customers you sell to.

Those are the only way's you can grow or increase the sales & profits of your business. For the most part, most business owners are focused on increasing the number of customers they sell to. In just a couple of minutes we're going to prove to you that it's not necessarily the cheapest method of increasing sales, but nonetheless, it's a normal part of business. For that reason, this report is going to start by focusing on the most cost effective way you can generate new prospects and customers.

But please understand, that no matter what else we include within this report, it's all eventually focused on you being able to increase sales and profits for your company. That's the bottom line.

## **Question: So What's the Purpose of your Company Website?**

Sadly, when questioning most business owners, they answer this one question correctly; and then go on to do absolutely nothing about it. They know the answers and you will too, but they don't know how to change it. This report will show you the simple steps you need to take to correct that while proving to you that **over 85% of the business websites online today are either a waste of time or not performing anywhere near their true potential.**

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## **The One Question Every Business Owner Get's Right:**

That question is: *"Would you consider a visitor to your website a qualified prospect?"* Without doubt, every business owner claims 'Yes!'. Great. That is the correct answer. If I am at your website, I must have some interest in what you're selling. Otherwise I wouldn't be looking at your site.

Then why is it still a fact that over 98% of first time visitors to a website leave without taking action? Without even knowing your website, I am figuring your stats are pretty much the same, hence we've come to the conclusion that most company websites are nowhere near their true potential. This report will show you the simple steps you can use, starting right now, to correct that too.

## **So What is the Real Purpose Of Your Website?**

So many business owners start out trying to make their website 'cool'. They worry about graphics and color schemes, complicated java scripts and flash animations when the **only real focus of your company website should be to generate prospects**. In other words, generate new sales leads. That is the **one key concept you must understand about your website and the primary reason it should exist!**

Think about it. A visitor comes to your website. We already know they must be a qualified prospect. That means they have some level of interest in the products or services you are selling. (By the way, that still is the bottom line, right? To generate sales?) Ok, let's continue.

Of all the visitors to your website, do you know if they are they ready to purchase (or take action) right now? Well, given the fact that over 98% of first time visitors leave a website without taking action should give you the clue to the answer. Of course not all visitors are ready to purchase or take action right then and there. The list of reasons why is long and really beyond the scope of this report. But suffice to say that in a lot of cases, visitors are

- just looking for information at this time
- they are checking their options
- doing their research
- seeing what is available.

The list and reasons goes on and on. But one fact remains. **They are still QUALIFIED PROSPECTS because they are at your website**. So what are you doing about it? What are you going to do to help those visitors make up their minds and choose you? Right now, probably nothing. And for that reason, you are missing the point of your company website, not to mention the fact that you're missing all the new sales potential and the opportunity to build customer loyalty so that you can enjoy the lifetime value of every customer.

# 3 Simple Steps to Online Marketing Success!

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## Are We Making Sense So Far?

Do you need proof that we're right? Then think about this. If you're already in business, you understand that every person who contacts you right now isn't necessarily ready to purchase. They are looking for information while they make up their minds. **The exact same rule applies to your company website.** First time visitors aren't ready to commit. They are doing their research. But with your website, you have the opportunity to influence their buying decision. Don't let that opportunity get away (because it may only knock once!).

## The Marketing Report Summary:

This report will demonstrate exactly what your website should be doing; how to influence those 'browsers' and help them with their purchasing decision; and ultimately how to generate more sales and profits. Interested? If so, then this report is for you!

## Thank you!

Thank you for taking the time to review this Trial Version of our Free Marketing Report, **3 Simple Steps to Online Marketing Success!** By downloading the full version, you will discover:

- 1- Your first 'To Do' list - What you can do right now to start generating new sales
- 2- The one simple change to your thought process that you need to understand
- 3- Back to Basics; like any good report, we start right from the basic to be sure you understand of what we're trying to achieve.
- 4- Discover what the real focus of your website should be.
- 5- The 3 Simple Steps Revealed
- 6- Facts of Marketing and Sales
- 7- The 7 Best Strategies you can use right away to start generating new sales!  
How to apply this strategy to a business that only sells in a local market
- 8- The one simple secret internet marketing professional really don't want you to know!  
(because they never talk about it!)
- 9- Applying this strategy to business that only sell locally
- 9- More Marketing Tips from the professionals!

**Download the report now!**