

Gimme My Money Now!

**“How To Create Products
Fast and Roll Them Out
Successfully Via Simple
Two Page Web Sites!”**

© 2005 By Higher Response Marketing, Inc.
All Rights Reserved • Photocopying Prohibited.
11844 Bandera Rd. #469 • Helotes, TX • 78023

!- Brought To You By -!
<http://www.learnhomebusiness.com>

Excerpt From “Gimme My Money Now”

STEP FIVE: Your landing page that sells one product

Sales=TM + Survey+ Domain Name + Sales Letter + 1 Page Site
+ Product + Automate + Test + Finalize + Resell Program

Put up a one-page web site that sells one product with every sales method you know.

Here's what your web site is going to consist of:

- **A graphic at the top of the page with your company name, logo and USP clearly stated, if possible.**
- **Two: Your sales letter you wrote in step four and a link to your order form.**
- **Three: A form at the bottom where people can opt in to your mailing list.**

That's it. No banner ads. No links. No crap. No multiple product selections. Nothing other than your sales letter and a link to order it. The reason you want a one-page web site is that you want no distractions. You want to give prospects no other choice than to buy from you.

If you look at web statistics, you'll find out that people only spend 3-10 minutes on most web sites. And if they're surfers, you may not get that long. You've got one or two clicks on your site, a few skimmed pages and that's about it.

All that stuff you've heard about putting content on your web site is not part of my system. You don't need it to sell. Yes, it might increase your sales. But forget it! My formula doesn't need nor use it. I'm not saying it doesn't work. You just won't need it for this system.

Super content sites are great. But they take staff and manpower to maintain which drastically increases your costs for a minimal benefit. From a sales viewpoint, the only reason to have a content-rich web

site is to get free traffic. But you need killer content to get enough word-of-mouth to make you a lot of money.

So we're going to take the fast and easy way out and use our associate program to generate the traffic. One of my friends contends that content creates credibility. And there is some truth to that. However, testimonials will also create credibility. And in my system, you're going to get a giant boatload of those if you have a good product. I have several hundred pages of testimonials. I only use 100 pages on my web site.

If someone is still skeptical after reading 100 pages of testimonials, I don't want them as a customer. They're negative, cynical and as far as I'm concerned they can buy from my competitors. That's the way I see it and the way I call it.

Your Lead Product

As I explained in an earlier chapter, you want only one product on this page. It is your LEAD or front-end product. Now, you can have a second web site with all your products on it in catalog style, if you want. You give this address ONLY to people after they buy your lead product.

The reason for this is that we're going to market this product with a reseller, affiliate or associate program (all words for the same thing). We will pay out a commission to our resellers. You probably don't want to pay out a commission on all your products. That is the reason we want only one product on this web site.

What's more, if you list more than one product, I promise you that people will get confused and distracted and more often than not end up buying nothing. Nada. Zilch.

The hardest thing you will do in your business is OBTAIN NEW CUSTOMERS

Your goal here is to OBTAIN a new customer. That's the hardest thing you'll ever do in your business and the most expensive. After you get them, you can funnel them other products or web sites.

I know this is radical thinking to you if you promote an entire product line. But you have to start somewhere. And the place to start is by featuring your absolute hottest product, with your absolute best deal, and your strongest guarantee, and your most compelling reason to act now all on one page.

To review what I stated earlier:

You take your strongest or best product to lead with then you craft a killer sales letter, pitch or presentation for it. You do everything in your power to get your prospect to make that first purchase from you. You hold nothing back the first time out. It's no-holds-barred, all-or-nothing to get that first sale (within reason). To get that first order, you throw in everything but the kitchen sink.

You make it so incredibly in favor of the customer to order from you, anyone who is a legitimate prospect with a brain will take you up on your offer. Of course, you have to explain to the customer why you're offering a deal that is so strong. We'll discuss this in the ad copy chapter.

Then you know what you do next?

The first two purchases are the key to the vault

You get them to take the second hardest step they'll ever take. And that is to buy from you a SECOND time! Once you have two purchases from a customer, you've established a solid relationship that will build far more easily. One purchase is not enough. You've got to get the second purchase before you've locked in your customer.

But those first two purchases are the key to the whole thing. Later, I'll give you my trade secret "free gift" method that prepares the way for the all important and crucial second sale. You aren't going to hear this technique anywhere else (unless it's from someone who has bought this course and is copying it). This is fresh information. And it's a trade secret.

How to Create A Super-Simple One-Page Web Site That Actually Sells Something!

The web page you create will have a graphic header that goes at the top of your page. (See [THIS LINK FOR AN ACTUAL EXAMPLE OF WHAT I'M REFERRING TO.](#))

To create the graphic header there's a specific program I recommend and it will save you hundreds or thousands in designer fees. And it costs peanuts compared to the benefits. (More on that later.)

You don't want many graphics on your site. But it is essential that your web site look professional. If it looks like an amateur did it, your sales will suffer. So I recommend the graphic header at the top and maybe one or two more images on the page, but that's it.

Just about anyone can create a web site using my system. Why?

Because my idea of a good web site is one with an attractive banner at the top, a simple layout and a sales letter. That's it! It should load lightning fast. Having said that, you still may want to hire a professional. There are certain things that are tip-offs you're a pro

and not an amateur. You can also use a pre-made template but I find that most off the shelf templates you can buy really don't fit well with the one page sales letter format.

For example, right now, the best sites have curved edges and a softer, curved look, instead of a square one. But that is just at the time I'm writing this. A good graphic designer can add little touches that make your web site look a cut above. But since your site is only one page, it isn't going to cost you a lot of money!

It's a good idea to have someone design a logo for you but you can incorporate your company name into the graphic header if you want and that saves having a logo made separately.

Secret Two: Use Front Page or Dreamweaver

I use a program called *Dreamweaver* to do my html. Any of the html editors will do the job for you. Some are just easier to use than others. If you use Front Page, you must get Front Page 2003. Do NOT use earlier versions of Front Page. The 2003 version is far superior. I've recently started using it a lot.

You can download a trial version of Dreamweaver MX at:
<http://www.macromedia.com>

If you're on a limited budget, go for Front Page. It's cheaper than Dreamweaver. But you can download a 30 day trial of Dreamweaver from Macromedia and you can't get a Front Page trial easily, so you may want to try both.

With Dreamweaver or Front Page, I just type my text on the page as I would in Microsoft Word or another word processing program. I save the page and POOF! Instant html ready to upload to my web site.

To add my banner ad at the top, from the toolbar I select "insert" and "image," select the name of the banner and it inserts it for me. That's all there is to it.

I think it's important that you have a margin on your page that takes up some space. You don't want your sentences to have too many words on them. It makes the lines too long to read. Try to use around 15 words per line.

[Look at my sales letter at this URL for an example.](#)

Please notice that you create the sales letter BEFORE you create the product. This is intentional and very important. That way, when you record the product, you can be absolutely certain you cover every bullet point.

Secret Three: Load time is extremely important

It's very important that your pages load fast. If you use Dreamweaver then the program will show you how quickly the pages will load on different connections like 56 KB, Cable, DSL, etc.

Formatting your sales letter. Using the right colors, subheads, paragraph lengths, etc.

[Study my sales letter at this URL for an example.](#)

Notice how the headline jumps out at you because it's the biggest thing on the top of the page? Making the headline in big letters really helps it stand out. You can do a sub head that's in a font 1 or 2 sizes smaller than the headline.

- Keep your paragraphs short. Look at my paragraphs. See how I avoid using long ones? I like to make the first paragraph of a sales letter only one or two sentences.
- Also, you want to break up your sales letter with subheads that are in bold so it's easy to read your letter. It doesn't have to take a long time to put up your web site.

Did you notice on the sales letter example page that I used only a few colors and always have a white background behind my text? It's really hard to read white text or light text on dark backgrounds so stay away from that.

Try creating your headlines in dark blue. Dark blue creates trust. A splash of red creates excitement. But too much fosters emotions of anger or danger. Be careful of really bright colors like bright green. They are associated with lower class things. Why -- I don't know. This is just what the experts tell me.

For your font, you should choose Verdana, Tahoma, Arial, Times New Roman or Courier. All web browsers have these fonts available. Don't use something funky that some web browsers won't be able to display properly.

If you have a really long sales letter, split it into two tables on the page. That way, the first table will load, then the second one. People will have something to read while the second table is loading.

You only need to do this with long sales letters.

FORMATTING KEY

- **Dark Blue means trust**
- **Red creates excitement**
- **Stay away from really bright colors**
- **Stick with commonly used fonts!**

Secret Four: Put your opt in form on the page

On most of my websites you'll notice that I have an opt-in form that drops down in a hover ad window that offers a free ecourse in exchange for signing up for my mailing list.

Notice that I say "mailing list" not a free ezine. I don't have time to produce a free ezine. If you do, that's fine. Go for it!

The magic words are ...

SUBSCRIBE TO MY MAILING LIST. IT'S FREE!

All I have promised to do is send people emails that are free. I can't get accused of spam because I haven't said if these emails will be commercial in nature or not. I haven't promised to keep the information private.

Some people like to offer a free report and/or ezine (emailed newsletter) in exchange for opting into the mailing list. One of my friends gives a whole basket of stuff for opting in. This isn't my style. But there's nothing wrong with it. Email is free so you don't have anything to lose.

For your opt-in form, you have several options...

(end of free bonus excerpt)

+++++

This free excerpt of the "*Gimme My Money Now*" system has been brought to you courtesy of:

S. Kumar, <http://www.learnhomebusiness.com>

+++++

To continue reading this chapter and [to get your hands on the complete "*Gimme My Money Now*" System](#) that takes you by the hand and gives you step by step "exactly how to do it" information on creating your own products fast and rolling them out successfully via simple one page "mini" websites that practically anyone can make, just **visit the URL below.**

[CLICK HERE TO DISCOVER ALL THE "*GIMME MY MONEY NOW*" SECRETS!](#)

