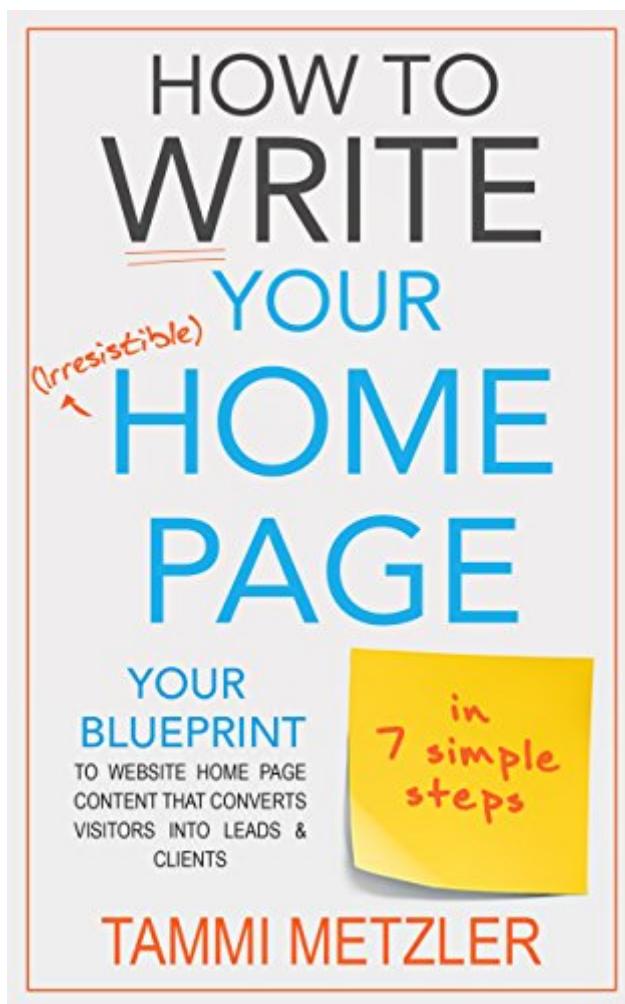


The book was found

How To Write Your Irresistible Home Page In 7 Simple Steps: Your Blueprint To Website Home Page Content That Converts Visitors Into Leads & Clients (How To Write... Book 3)





Synopsis

Discover the 7-Step Blueprint for Writing Sizzling Home Page Copy that Grabs the Attention of Website Visitors & Gets Them Fired Up to Join Your Mailing List, Request a Consult, and Buy Your Products/Services! Whether you have an existing website that's drawing zero responses from website visitors or are just publishing a new site and need knock-their-socks-off content to fill your web pages, this in-depth book will answer the questions: "What on earth do I write on my website?" "How do I transfer the passion and enthusiasm I feel when talking about what I do, not to mention my unique style and glowing personality, into web writing that gets my ideal clients pumped to work with me (instead of boring them to tears)?"

• Perfect for business/website owners who:

- Cringe at the thought of sending prospective clients to your website ("my web copy is so not ME!")
- Are baffled as to why more of your website visitors aren't signing up for your newsletter or requesting a consult
- Break into a cold sweat at the mere thought of sitting down to write (or re-write) the copy for your website
- Are intrigued by the idea of actually using your website to help grow your business

Here's a taste of what you'll discover inside the pages of *How to Write Your Irresistible Home Page*:

- The 7 simple yet powerful steps to writing a website home page that converts passive, ho-hum readers into hot leads and eager-to-buy clients (most websites get this **WRONG** and miss out on the chance to serve 100's or 1000's of potential clients each and every month)
- A simple formula to help you communicate why **YOU** have the solutions your prospects are hungry for (and for which they will pay handsomely!)
- How to hook visitors' interest in 3 seconds or less so they'll stick around to take you up on your offers (both free AND paid!)
- 13 ways to convert otherwise passive website visitors into hot leads and paying clients
- An exercise to help you grab the attention of just-passing-by visitors in 3 seconds or less
- Top 10 headline formulas that stand the test of time
- How to use Power Words to make your website content sizzle
- How to choose a memorable domain name
- 3 steps to finding the hottest benefits your business offers to get potential clients off the fence and into action (joining your list and/or buying your goods)
- Two ways to get website visitors to call you for a consultation
- A simple yet effective call-to-action formula to help you get more results from your website content

This isn't just theory here, either – you'll get step-by-step instructions and actionable exercises to help you apply each step to your own irresistible website home page.

ABOUT THE AUTHOR Tammi Metzler, Chief Copywriter and founder of The Write Associate, is a self-professed "word geek." She loves playing with words to find just the right combination to move readers into action.

Book Information

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Customer Reviews

This is a must-read for anyone in business who wants to use their website not just as a pretty placeholder but as a marketing tool to connect their business with interested leads and paying clients. The author covers a lot of simple steps you can put to use straight away. I recommend reading it.

If you want to take the overwhelm and pain out of writing an effective home page, then this is a must read. Tammi breaks down the home page into manageable components and gives detailed instructions for creating each piece of your own. The book is filled with formulas, templates, and assignments that will have your home page done and ready to go by the time you finish reading the book. I received a copy of this book for free in exchange for an honest review.

This book is a quick read because it is so interesting and helpful. The information on the thought process in putting your home page together is great, especially for a non tech person like me. While I am not putting my page together, it has given me enough information to do the basic design and work well with the company I have hired.

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