

Title:

10 Reasons Why People Don't Buy From You

Word Count:

421

Summary:

1. You don't make people feel safe when they order. Remind people that they are ordering through you.
2. You don't make your ad copy attractive. Your ad lists features instead of benefits. The headline is not compelling.
3. You don't remind people to come back and visit....

Keywords:

Article Body:

1. You don't make people feel safe when they order. Remind people that they are ordering through you.
2. You don't make your ad copy attractive. Your ad lists features instead of benefits. The headline is not compelling.
3. You don't remind people to come back and visit. People usually don't purchase the first time they visit.
4. You don't let people know anything about your business. They will feel more comfortable if they know more about you.
5. You don't give people as many ordering options as possible. Accept credit cards, checks, money orders, etc.
6. You don't make your web site look professional. You want to have your own domain name. Your site should be easy to navigate.
7. You don't let people read your ad before they get your freebie. When you use free stuff to attract people, they will only buy if they see your ad first.
8. You don't attract the target audience that would buy your product or service. A simple way to do this is to use a keyword that is related to your product or service.
9. You don't test and improve your ad copy. There are many people who write an ad copy and never test it.
10. You don't give people any urgency to buy now. Many people are interested in your product but they don't buy because they don't see any urgency.

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