

Title:

Selling Services Online

Word Count:

487

Summary:

Is it possible to take a normal offline service business like a legal practice, private medical

As someone who's been doing this since 1996, I say the answer is a resounding ^YES^.

If you are a business owner, or even an affiliate marketer, you know how hard it is to make a

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Keywords:

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Article Body:

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Whilst that can and does work, there are other paths that are equally successful.

I know from experience, having made my living online by using my own web sites to promote other

The business I chose were all service oriented. The reason for this is that a service business

I found that they were more willing to provide me with a larger share of the fees I was able to

The key is to use sales language and ^speak^ to the businesses clients in language that they u

For example, there's no point using a 5 page sales letter when you're trying to sell the servi

The other key thing is to build the web site in a way that it looks to be providing objective

People like objectivity when they are buying.

The sites I tend to concentrate on are business to business sites. I just don't like selling t

My approach works and through various web sites, I have attracted the business of quite a few

The great thing about the way I do business, is that I don't necessarily have a client when I

Instead, I build a web site based on a certain topic and then quite literally build a business

The sales copy doesn't have to be blistering hot, it just has to be convincing and contain a s

Make that call to action strong enough and the customers will come knocking on the door and th

Of course, it's not just down to the sales copy. There are a number of tools that can be used

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