

How To Create A Simple Sales Letter Web Page Using Kompozer



Video Created By

Netosis.com

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Lesson Plan



- Creating Headlines and the Sales Letter Body
- Formatting Your Sales Letter
- Inserting Multi-media Files such as Videos from YouTube
- Tips and Strategy

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What This Is NOT:

- Not a website design tutorial
- Little or No Design advice given here
- Advanced use of different images



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Prerequisite Knowledge:



- Working with Text
- Working with Tables
- Working with Images
- Working with Hyperlinks
- Working With Lists
- Principles of Writing A Sales Copy

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Objectives

- To create a Simple Sales Page based on text using KompoZer



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Step 1: Setting Up the HTML Document

- Type in the title
- Type in the description



Page Properties

General information

Location: file:///G:/videos%20created/camtasia/netosis/kompozer/files/sample.html
Last Modified: 2009年7月4日 上午 11:20:50

Title: This is a sample sales page

Author: Netosis.com

Description: This is a sample sales page for the video tutorial

Templates

This page is a template

Internationalization

Language: Choose a language

Writing direction: No direction specified

Character set: ISO-8859-1 Choose a charset

Advanced users:

To edit other contents of the <head> region, use "HTML Source" in the View Menu or Edit Mode Toolbar.

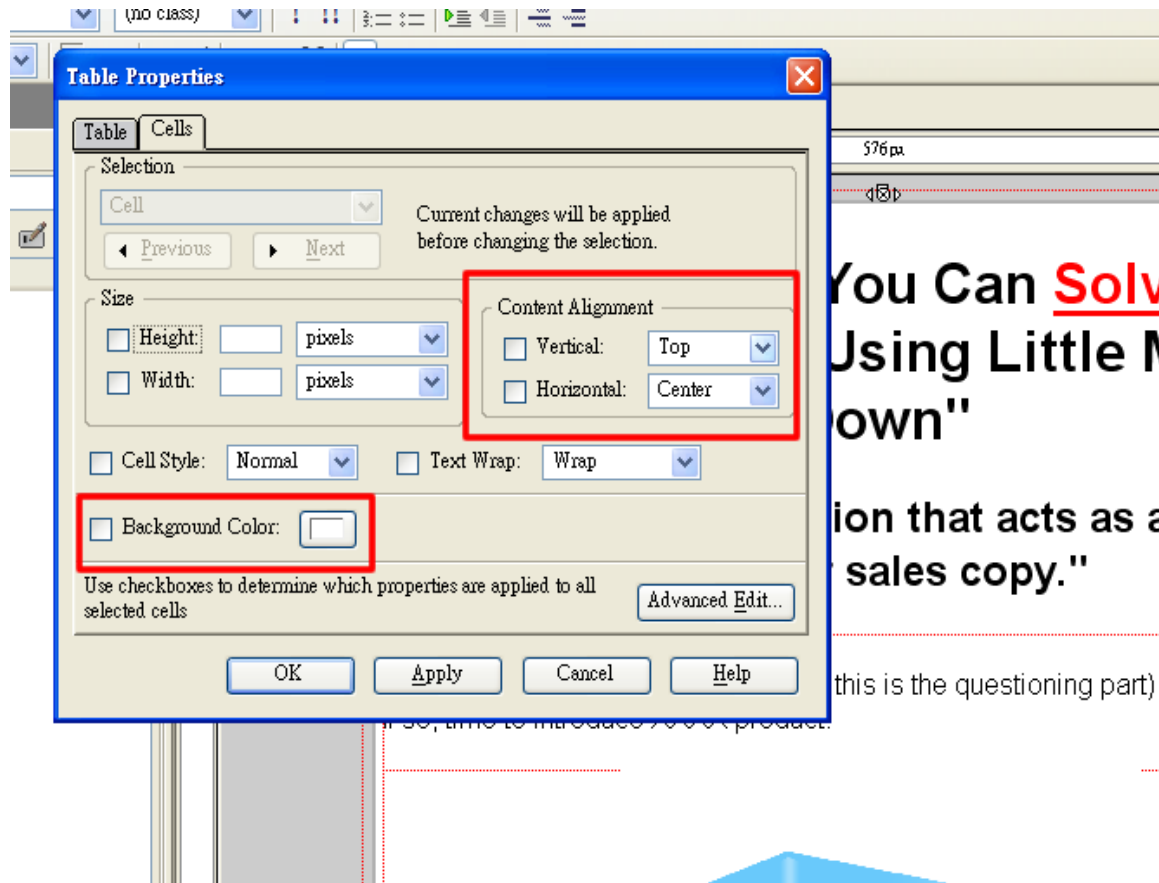
OK Cancel

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Step 2: Setting Up the layout

- Layout the webpage using tables



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Step 2: Setting Up the layout

- Center the table



Table Properties

Table Cells

Size

Rows: 1 Height: % of window

Columns: 1 Width: 600 pixels

Borders and Spacing

Border: 0 pixels

Spacing: 5 pixels between cells

Padding: 5 pixels between cell border and content

Table Alignment: Center Caption: None

Background Color: (Let page color show through)

Advanced Edit...

OK Apply Cancel Help

576px

You Can Solve
Using Little Mc
own"

ion that acts as a st
sales copy."

this is the questioning part)

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Step 3: Writing the Sales Copy



- Write the essential parts of the webpage such as headline, summary, benefits, problems faced by your prospects, PSs, etc
- Make use of the Principles of Copy Writing.

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Step 4: Inserting the Buy Now Button

- You can get the information at www.paypal.com



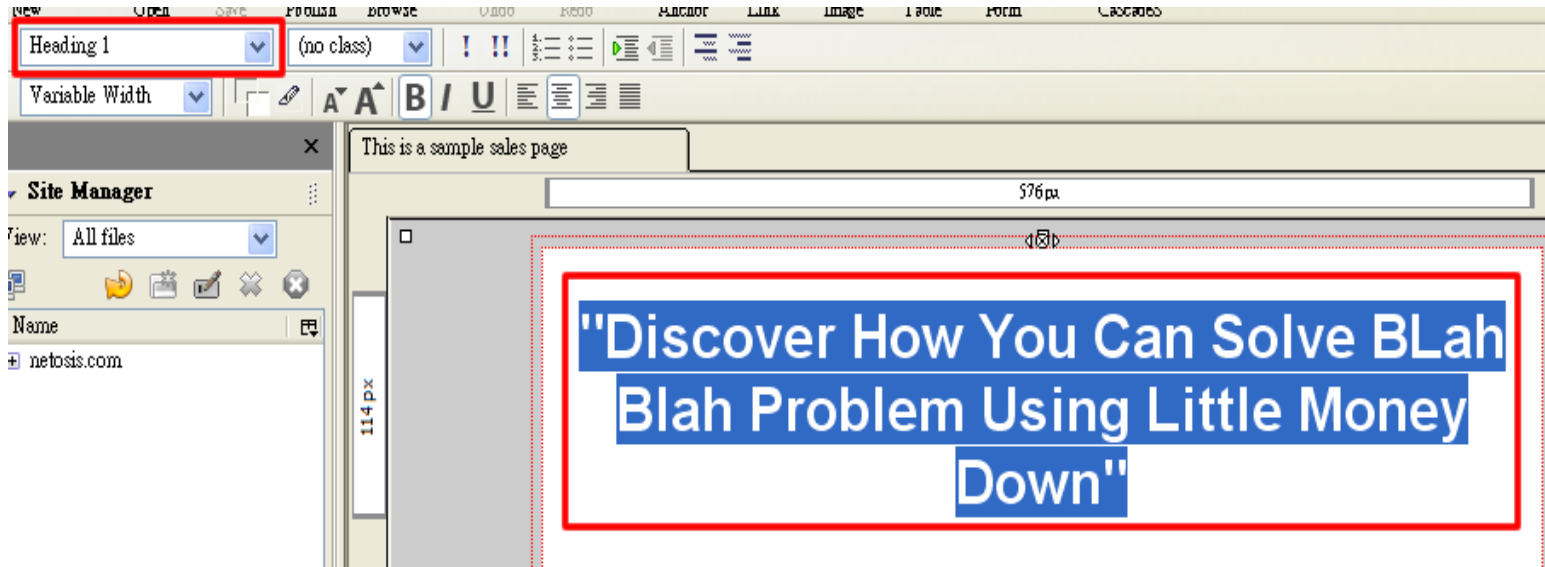
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Step 5: Formatting the Sales Copy



- Using the built-in functions of H1, H2, H3 and so on.
- Highlight the text you want to format and select the formatting you want.



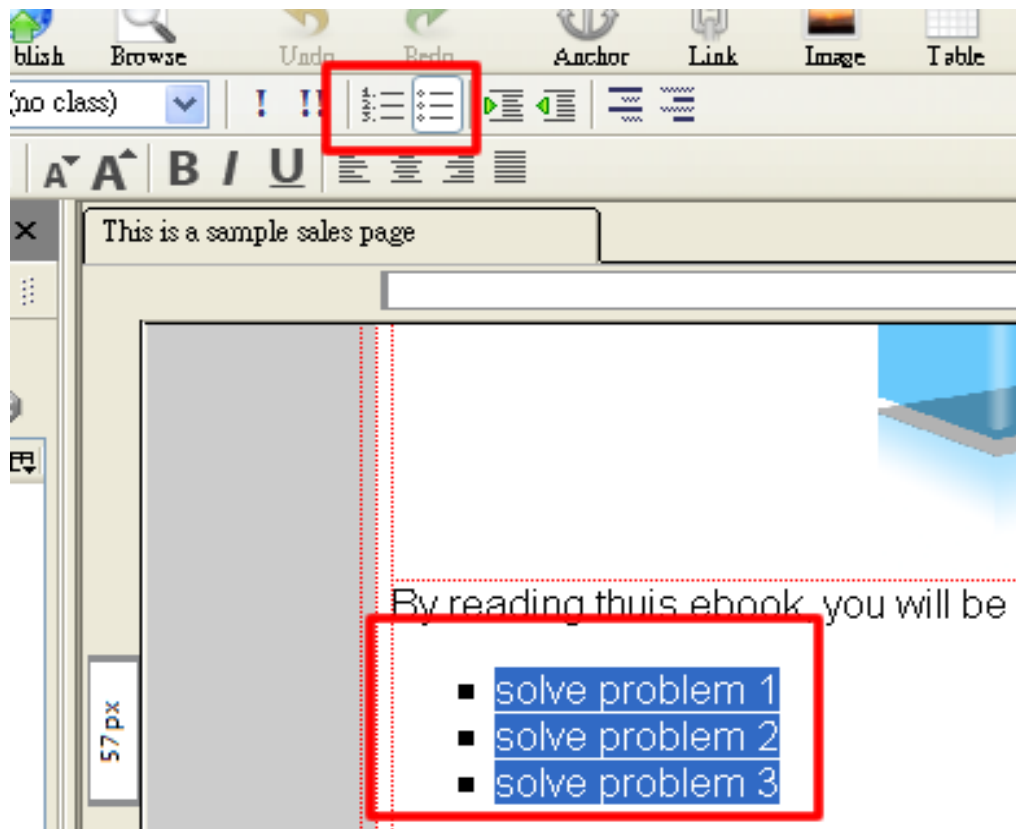
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Step 5(2): Formatting the Sales Copy



- Using lists to format your benefits, and listing out problems faced by your prospects
- Highlight the list you want to format, then select the type of style you want.



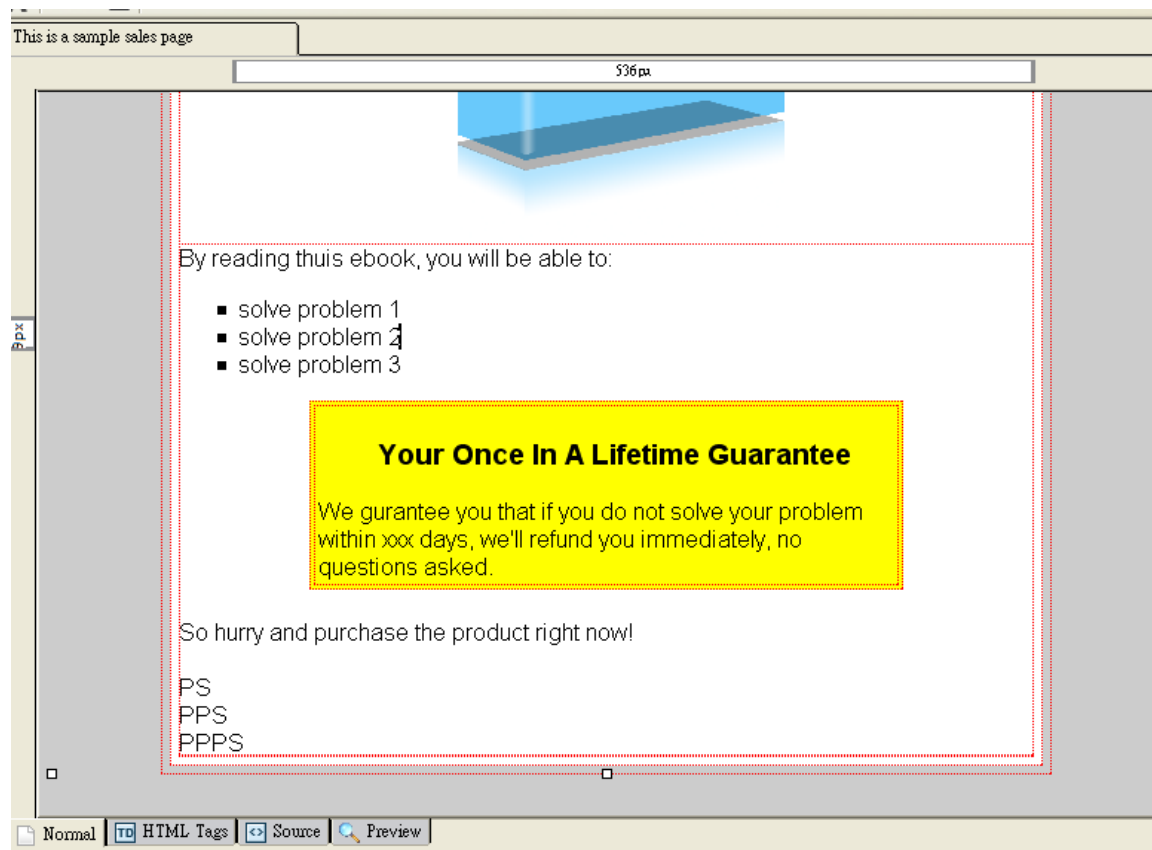
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Step 5(3): Formatting the Sales Copy



- Inserting more tables within your sales copy to further format your copy (for instance the guarantee)



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Bonus: Inserting Media Files From YouTube



- Layout the webpage using tables
- Center the table
- Using Lists to list your selling points
- Using Anchorlinks to Make Navigation Easier

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The Above Tutorial Is Brought to You by Netosis.com

The above tutorial is highly related to 'How You Can Start Your Profitable Internet Business Using Little Or No Money'. Here's what you will learn in this book:

- How To Leverage On FREE but POWERFUL Softwares to PowerUp Your Business
- The Secrets to Driving FREE and High Quality, Targeted Traffic To Your Website
- The 3 Principles That You Must Understand To Create Low Cost, High Revenue Business
- How To Create Sales Letters That Sell Better Than A Top Sales Person
- The 1 and Only Low Cost, High Revenue Business Model That You Can Get Started Using Little Or No Money
- Resource List So that You Won't Get Cheated By Unscrupulous Internet Marketers Who Try To Sell You Things That YOU Can Get it For FREE.
- And Much Much More!

How You Can Start Your Profitable Internet Business Using Little Or No Money

A Comprehensive Guide To Starting Your Profitable Internet Business Using Little Or No Money



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- Learn about Modern Internet Technologies and Apply to your Internet Business.
- PLUS Much Much More!

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