

OUR SIGNATURE WEBSITE SCIENCE & STRATEGY COURSE

Radical WebPower - The Most Important Change In Website Science And Strategy Since The Stone Age!

- 1 **The 7-Inch Solution** - Little Known Formula Revealed. Make the Above The Fold area of your homepage truly effective. Cut Bounce Rate.
- 2A **13 Essentials Your Website Absolutely, Positively Must Have To Win** (Video Pt I)
- 2B **13 Essentials Your Website Absolutely, Positively Must Have To Win** (Video Pt II)
- 2C **13 Essentials Your Website Absolutely, Positively Must Have To Win** (PDF)
- 3 **The Value Proposition** - The Heart of your Message
- 4 **How To Eat An Elephant - Logical Thought Sequence**
- 5 **How To Write In Thought Bites**
- 6 **Steps To More Clicks From Your CTAs**
- 7 **Look & Flow Small Business Website Template** - Scientific Design.
- 8 **Colors & Your Website - A Psychological Approach.**
- 9 **Features, Benefits, & Satisfactions.** Know the differences and help your customers
- 10 **Features & Benefits Case Study - Russell Athletic**
- 11 **9 Top FAQs From Our Webinar**
- 12 **Bonus - How To Write Max Impact Emails and Sales Letters.** Get more opens and
- 13 **3 Step Power System** : Quick Refer Guide
- 14 **4 Key Elements of a World Class Website** : Quick Refer Guide
- 15 **5 Obstacles To Website Success** : Quick Refer Guide
- 16 **7 Questions To Ask Before Buiding Your Website** : Quick Refer Guide
- 17 **Elements Of A Perfect Landing Page** : Quick Refer Template

OFFERS & RISK REDUCERS

- 1 Do You Ignore 94% Of Your Prospects?
- 2 5 Now Offers That Fall Flat And Five That Work Like A Charm
- 3 10 Most Compelling Future Offers
- 4 Take Away The Risk Of Buying...And Make More Sales
- 5 9 "Set Their Minds At Ease" Risk Reducers

ADAPTING TO DIGITAL

- 1 Organic Search - One Great Hack
- 2 Why Website Doesn't Produce - And How To Fix It
- 3 Writing Web Copy? Do These Three Things
- 4 Writing Web Copy? : Quick Refer Guide
- 5 3 Step Power System For Lead Generation, Engagement, And Sales
- 6 3 Step Power : Quick Refer Guide

- 7 I'll Trade This Helpful Info For Your Email Address
- 8 Conversion Copywriting Is Critical To Your Success
- 9 First, Create A Powerful Message (Video)
- 10 How To Write Write Irresistible Facebook Ads In 5 Easy Steps
- 11 SEO vs PPC - Which is Best For YOU?
- 12 The BETTER Elevator Pitch (Video)
- 13 7-Minute Website Power Test
- 14 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website
- 15 7 Top Reasons People Buy From You Test
- 16 Can Your Home Page Pass This Write-In Test?
- 17 Techies Can't Write; Writers Can't Tech

HEADLINE TOOLBOX

- 1 5 Golden Headline Tips From "Madman" David Ogilvy
- 2 10 Fascinating Facts About Headlines
- 3 10 Fascinating Facts - Quick Refer Guide
- 4 19 Headline Techniques That Sell
- 5 35 Sure-Fire Formulas For Attention-Grabbing Headlines
- 6 49 Recommended Fonts
- 7 False Alarm Headlines
- 8 Headline Power Guide - 11 Rules To Write By
- 9 99 Best Money-Making Headlines Of All Time
- 10 The Importance of Sub-Headlines
- 11 Power Up Your Headlines (ADVANCED)

OTHERS

- 1 Glossary of 77 Marketing Terms
- 2 Blog Like A Madman - Over 100 Articles by Alan Tarr