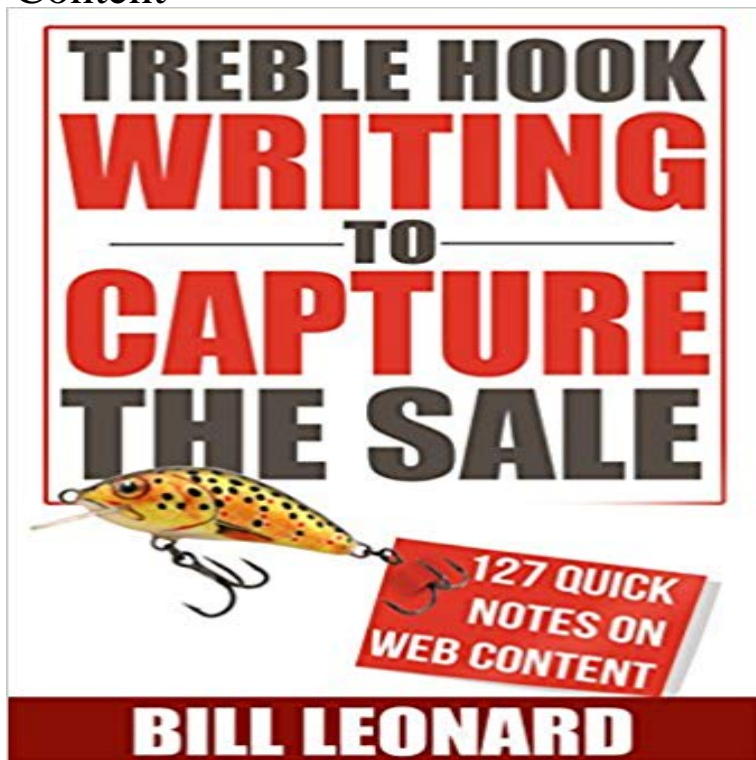


Treble Hook Writing to Capture the Sale: 127 Quick Notes on Web Content



Web content is the single most important ingredient in a website. Nothing happens until words are written. Yet businesses spend thousands of dollars on fancy graphics and design for their website and are later surprised when the return on their investment is underwhelming. Don't let this happen to you. Treble Hook Writing to Capture the Sale gives you bite-sized tips and insights that you can quickly and easily digest. You won't find a treatise on how to write, but you will find a series of quick notes to inform and remind you of what grabber web content looks like and can do for your website. If just one of the 127 Quick Notes in this book works to make your website a stronger magnet for lead generation and closed business, then I will have the satisfaction of knowing my words have made a difference. So don't delay. Dive in. This book is a quick read, but the tips demand attention, thought, and discussion with your business team. You will soon be catching and reeling in more prospects from compelling web copy that moves your prospects to take action...now!

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