

HOW TO **INSTANTLY STOP**
SCARING VISITORS AWAY
FROM YOUR WEBSITES AND
START GENERATING UP TO
17.6% MORE PROFIT TODAY!



By Aaron Leighton
www.learn-the-basics.com



Dave Isaacs and Aaron Leighton are
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— Immediate Access —

From Dave Isaacs and Aaron Leighton
Friday 12:23pm

Ever wanted to run your own highly profitable internet business but just don't have the "know-how" to get started? Let's face it - everyone tells you it's easy, but what they forget is that they've been doing it for years so of course it's easy! What about if you're just starting out? How do YOU learn the skills required to be a success?

← Yours Free!

I think I might have been "ripped off" - **yet again!**

Don't ya hate that? I know I do!

Allow me to explain ..

Just a few weeks back I purchased a script which looked "awesome." The sales page was top-notch and the answers I received to my "Pre-Sales" enquiries were prompt and accurately addressed my queries. "Wow - this is my lucky day", I thought to myself.

But this wasn't a script from some big name "guru" so I wanted to be sure that it would do what *I* needed it to do.

Ultimately - I was sold. This was *EXACTLY* what (I thought) we needed.

So of course - I raced ahead and bought it. Cost me an arm and a leg too :-)

Anyhow - after a day or two, I ran into a small issue with regards to installing the script. Something wasn't quite working as it was supposed to. I was positive I had followed the few instructions provided - and it's not as if I hadn't installed a script before.

No problems I thought to myself... I'll just contact them and I'm sure they'll be able to help me out. So I contacted their support (knowing that their pre-sales service was outstanding) and waited eagerly for a reply.

I waited.... (a day or two passed)

and waited.... (a couple more raced by)

and I'm still waiting! (a few weeks have passed!)

SIDENOTE: Dave's on holiday right now so he doesn't even know I bought this script. He ain't gonna be too pleased when he sees I've blown a good chunk of our hard-earned cash on some script which is "next to flamin' useless."

Anyhow - sometimes I can be a bit "crafty" when it comes to dealing with unscrupulous business people like this ... so I emailed their Pre Sales "team" again from another email address and pretended to be an interested potential customer.

Well - the response I got was almost immediate... they *COULDN'T HAVE BEEN* more helpful if they tried!

So guess what?

I emailed them back asking why no-one had responded to my support query....

Surely I DON'T have to tell ya what happened next?

Yep - you guessed it - I was "stonewalled" - not even the courtesy of a reply!

And there was "next to no chance" of receiving a reply to my next email - requesting a refund!

And ya know what? I doubt I'll **EVER** get a reply either. And even if I do, I don't like doing business with people like this. They give the **honest ones amongst us a bad name** (ouch) - because ultimately we all get "tarred with the same brush."

All I had was an email address and a website owner who was hiding behind it. Although I purchased using a fairly reputable "payment processor," I had no protection because my country was not supported by the processor's

Buyer Protection Policy ☹ I was totally reliant on this guy responding to my concerns.

Needless to say - I'm wasn't gonna hold my breath. (I'd be long gone by now if I had.)

There's a good lesson to be learned here though.

"It pays to do business with people you know and trust."

I can no longer count how many times Dave and I have been "burnt" when buying something online. It's cost us a LOT of money over the time. I must point out that **we DO buy a LOT of stuff online** so even though the percentage is small, it's happened to us more times than we'd care to remember. (You could say we're "resident experts" at being ripped off!) <lol>

It's a real shame that **some** (so-called) online "business people" have the **morals of a sewer rat!** They could probably be infinitely more successful if they only looked after those who feed them. But then again I guess they're just lazy "good for nothings" who will never amount to any real success. Man I hate these type of people. They make my blood BOIL ... **< Heck - did I say all that out loud? Really - well...just DON'T get me started... >**

NOTE TO SELF: "Time to get back on track Aaron!"

< OK - pull yourself together man..breathe deep >

Ok - I'm back. Now let me make one other **VERY IMPORTANT** point before I provide you with a solution to all of this:

"99% of people doing business online are trustworthy individuals just like you and me."

But it's the 1% that ruin it for the rest of us! By ripping people off, they instil fear and anger into the minds of **OUR** potential customers. They make **OUR** visitors think twice about buying **OUR** products or using **OUR** services because they think back to the time(s) they've been **ripped off**.

Ultimately, a percentage of them won't buy from us as a result of this fear of being ripped off again. And ultimately that's **potential profits down the drain** for the honest ones out there.

Anyhow - I was saying earlier that I had found a **solution** to all of this. That's right - I have recently started implementing this solution into all of our websites. It's **easy, cost effective and literally takes only a few minutes to do**. **AND** we are ALREADY seeing results...

SIDENOTE: Hopefully these results will be enough to keep Dave off my back about the money I lost on that dud script I bought while he was away ;-)

The solution is actually so simple, I am kicking myself <it's actually **quite hard to kick yourself** - try it one day ☺> for not using this **proven sales building secret** earlier to boost my online sales conversions! I feel like **I've lost so much money over the past couple years by NOT doing so.**

In a moment I will take you straight to my good friend, Jimmy Sweeney's website, but just before I do, I want you to take a couple of minutes to check out our website at:

www.MyMarketingNewsletter.com

If you scroll down towards the order area, you'll notice something "**unique.**"

Don't notice it? Maybe you just can't put your finger on **EXACTLY** what it is right now. But if you check out the following link, ALL will be explained....

HONESTeOnline.com

NEWSFLASH: [While you're there](#), be sure to pick up Jimmy's excellent **FREE 3-Day Ecourse** entitled "**Extreme Customer Trust Website Makeover**"

This Ecourse contains some of the key tactics and techniques that Jimmy uses to boost his conversions by making his website visitors feel more safe, smart and secure while at his website.

For this reason ALONE I recommend checking it out while the course is still being offered FREE!

Dave and I want to help **YOU** to be successful online. It's true ☺

You wanna know why? <I guess it *could* be considered a somewhat selfish reason.>

Ok - it's because **when YOU'RE successful** you'll tell others about how **we** helped you to become successful.

So in a lot of ways - **our success is measured by YOUR success** ☺

Anyhow - as has always been the case, one key aspect of becoming successful is to set yourself apart from the crowd. You can do this by creating a real sense of trust with your potential customers.

If you're **truly reputable** in what you do online, then you can join HONESTeOnline.com, an increasingly popular website which has put a brand new twist on the "Trust Seal" concept.

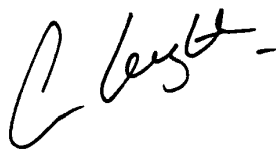
The bottom line is that Trust Seals in general are a great thing. And you don't have to choose just one either. However a great place to start, because of everything that is included for web business owners, is HONESTeOnline.com

Are **YOU** truly an **ethical** and **honest** web-business owner? If so - then, it's time to **let your visitors know it!** Dave and I highly recommend checking out HONESTeOnline.com for your web-business today.

Put yourself in the shoes of your customer. Would **YOU** buy from **YOU**?

If the answer's "no" or even "maybe" then you really need to take Jimmy up on his [trial membership offer!](#) Experience first hand what a difference the HEO web seal can make to your business.

Your friend in success,



Aaron Leighton



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