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# Chapter 1: Introduction

## Small Changes Make The BIGGEST Impact!



Did you know that there are many little things that you can do to your website, blog, sales letter or product that can drastically affect the size of your Paypal account?

You see, there are a zillion and one products available on the Internet – and so is the Internet population! Making money online is all about the numbers. Because an Internet marketer can have hundreds to thousands of visitors visiting his website everyday, even the smallest changes can increase their profits dramatically.

### **Just take a look at the math.**

A small tweak in a marketer's email headline will cause an additional 2% to open the E-mail (Let's assume the list size is about 50,000). If his 'open rate' used to be about 10%, an additional 2% would get at least an extra 1,000 pairs of new eyeballs reading your E-mail!

But that is just the E-mail marketing aspect. What we want to do is to make our website convert like crazy! Imagine if among that additional 1,000 people, you are able to sell at least a thousand extra dollars worth of E-products to them by making minor tweaks to your website?

**Imagine... if you are doing this OVER AND OVER AGAIN?**

Make no mistake about it. This book is going to give you straight to the point information that will skyrocket your profits.

**In this book, you will discover:**

- How to make powerful changes in your **branding** that will make customers beat a path to your doorstep!
- By making some changes in your graphics, you will inspire your prospects to take action and turn that into more money in your pocket!
- How to tweak your sales copy and maximize your conversion without busting your bank account on copywriters.
- How to milk every last cent from your niche marketing sites!
- How to use video to increase sales!

**Let's get started right NOW!**