



Dominate the Web

“Turning your web site
into a power Sales and
Marketing tool.

Fluff Factor

Dominate the Web – turning your web site into a power sales and marketing tool.



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If you're not using a clear and logical system to turn your web site into a Power Sales and Marketing tool to lead your business to “*Dominate the Web*”, then you're simply wasting your time.

Welcome to the “Dominate the Web”[®] (DTW[®]) System. We believe all good things start from good beginnings because it's from those foundations that everything else is based upon. A poorly constructed foundation will give way to any structure you build upon it, no matter how beautiful or how much money you throw at it.

The DTW System is meant to address exactly that, a solid foundation from which you can build upon. The following ebooks are provided free of charge and are intended to be introductory in nature, to get you started on the right foot. We believe that if you follow our system in the clear and logical method presented, you too can attain amazing results with your web site. To take full advantage of the wealth of information contained within the complete system, it is our recommendation that you call us to arrange a free one hour consultation. Further details are provided at the end of this eBook.

Let's start.

Our fourth step in the DTW System is called the “**Fluff Factor**”. You may have heard of other phrases such as “hot air”, “trivial” or as the “*Monopolize Your Market*” marketing consultants call it “generalities and platitudes”. What ever you choose to call it, it's the same thing. And that is, words that no longer carry any weight, capture attention or is believable.

In our previous ebook titled “perception”, we used the following example of a typical ad by a computer store:

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"Best deals in town, Pentium4, Mac
ibook, G5's, Opteron, lowest prices,
open longer hours, friendly staff"
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What's wrong with this ad? Do your eyes glaze over? Do you find it's 'day dream' inducing? Do you find yourself skimming quickly over the words? Does it have absolutely no effect on you? If you answered yes, to any of the questions, you just experienced what we call the 'fluff factor'.

The 'fluff' are those words and phrases that are overused in all marketing media. They no longer have any impact in our minds.

Notice you probably experienced little to no rise in your interest level, no peak in your attention, no surge in emotion... in other words, no 'flash points' were triggered. Neither was there any attention paid to the 'perception' that reader is expected of. You definitely will not be making a jump from Alpha to Beta Mode in this ad. The above two points are covered in our previous two ebooks if you'd like to learn more.

To a consumer that has started to think about buying a new computer, the following ad will have greater impact:

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"Our AMD Opteron 64-bit, Dual processor
system beats the G5 in all benchmark tests."
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While 6.5% below the lowest advertised competitor's price. We're open 10am to 10pm 7 days a week. Our certified and friendly staff are waiting to help you right now."

Assuming that you are even partially interested in a new high end computer, did you notice if your interest was peaked? Did you gain a sense of legitimacy with the referral to the fact that 'benchmark tests' were conducted? That they already did their homework for you and know precisely that they are 6.5% lower than the competition. 'Certified personnel' also lends credibility. The fact that they're 'ready to help you right now' shows eagerness, that an otherwise industry is all too well known for their complacency.

Or how about this ad:

"From the experts of consumer reports. Risk Free sample issue of "onhealth". The health newsletter brimming with health news you can use. You get clear recommendations, advice, facts, sex, fitness, disease prevention, immunity and more..."

This ad is followed by a list of issues that are at the forefront in the minds of consumers concerned about their health. The bottom right corner includes a cut out mail in coupon to take action.

A couple of other well placed elements in this ad include the use of "established authority" to back up any claims by using "From the experts...". Followed up by this is the use of the words "Risk Free". A part of the marketer's job is to take away any element of risk from the buyer, thus removing any obstacles in their purchase decision. Unfortunately, these topics are too long to get into in this short exercise.

This concludes this portion of the DTW System. To find out more, give us a call and we'd be glad to arrange a free one-hour consultation to go into this further.



Listen to what our clients are saying:

“Aspire Web Solutions provided me a wealth of business tools that fit perfectly to my business needs”

-Archana Jaiswal, <http://www.MindOne.ca>

“Excellent...love working with you!”

-Kelly McCormick,
<http://www.McCormickTeam.com>

“Aspire is a very professional company that’s well worth the investment.”

-Laura Helsel, Owner
Riverdale Pilates
<http://www.riverdalepilates.com>

Learn more on how to Dominate the Web Now:

<http://www.aspirewebsolutions.ca/services/dominate-the-web.htm>

and don't forget to read our paper...



The five biggest worries buyers face when finding a Web Services Company, and how to eliminate them.

[::pdf](#)



<http://www.aspirewebsolutions.ca/the-5-biggest-worries.PDF>



Call 416-516-2390 for your
100% Risk Free 1HR Consultation now.

Yours truly,
Lee Chiang

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