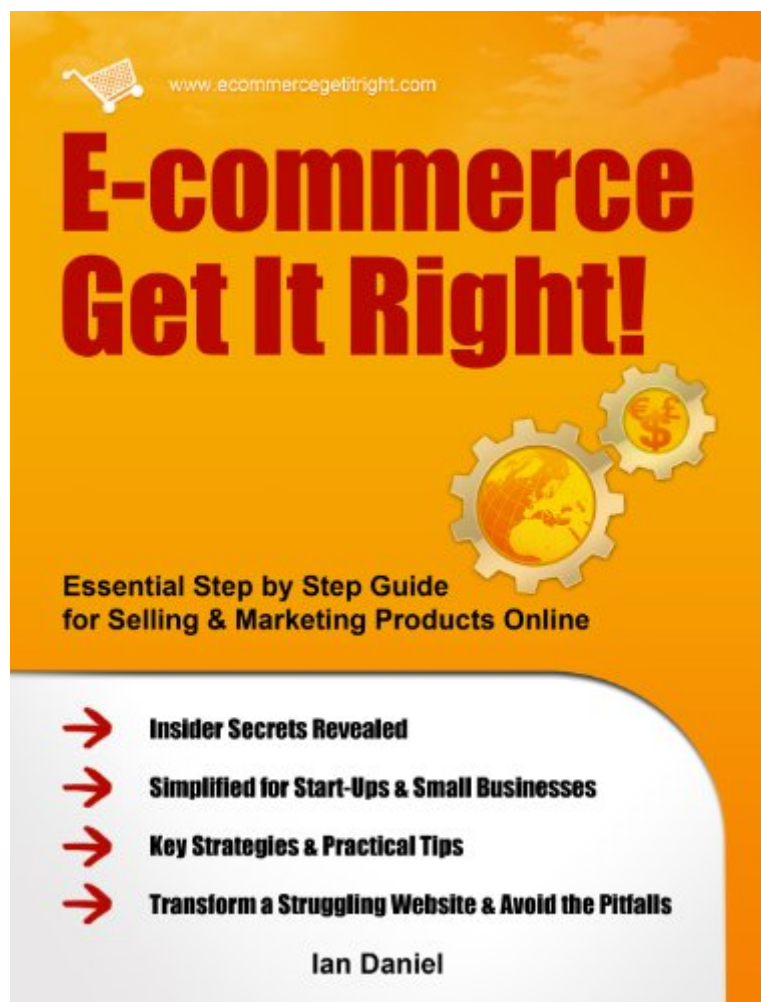


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# E-commerce Get It Right! Step By Step E-commerce Guide For Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips, Simplified For Your Startup & Small Business





## Synopsis

E-commerce Get It Right! Written in a no holds barred style... This new, exclusive and timeless Step-by-Step E-commerce Guide, will show you everything you need to know about achieving success with your own e-commerce business and website. Whether you're an e-commerce startup, or already have an existing e-commerce business or website that is struggling to make a profit, this book is literally packed full of the latest tried, tested and trusted insider secrets, key strategies and practical tips - proven over a 14-year period to generate sales and profits at explosive levels. Did you know... The majority of e-commerce websites (shopping websites) and e-commerce businesses make \$0 profits in their first 3 years online. Such is the steep learning curve and experience required to build an e-commerce website and business, which will dominate your product category, market or niche. Be Part of Elite 3% with E-commerce Get It Right! Inside You'll Learn... - How to Build & Launch a Super-Charged E-commerce Website & Business - Fast! - How to Generate High Quality, Ready-To-Buy Visitors! - How to Convert More of These Visitors Into Paying Customers! - How to Transform a Struggling E-commerce Website and Business! - How to Fast Track Your Learning & Avoid the Pitfalls!... and everything else in between for e-commerce success! E-commerce is a booming industry which is growing at a rapid rate and many e-commerce businesses are taking market share from traditional offline retail businesses. Now is the time to take this opportunity of an accelerated startup regardless of the economy, your background, age or experience. You'll see how to quickly get accomplished in owning and running your own e-commerce website and e-commerce business with E-commerce Get It Right! Why E-commerce Get It Right!? You'll get a simple blueprint to owning and running your own e-commerce business and website. Within this book, we are going to break down and analyze the four critical steps required to get explosive E-commerce Sales & Profits - within 30 Days of launch and beyond. - Step 1 - Get Started: Setting Up Your E-commerce Success Formula! - Step 2 - Get Sales: Build & Launch Your E-commerce Website - Fast! - Step 3 - Get Hiring: How To Find A Kick Ass-Web Designer! - Step 4 - Get More Sales: Marketing to Hordes of Hungry, Ready-to-Buy E-commerce Customers! We'll also cover building your e-commerce business success foundation, hiring a kick-ass web designer, how to drive masses of traffic to your website, how to lower bounce and cart abandonment, and how to increase conversion rates (sales), all using simple and common sense yet powerful e-commerce strategies! E-commerce Startup? US exports alone are expected to top \$50 billion by 2020. E-commerce continues to grow on a global scale as more of the world's population start to buy online. E-commerce Get It Right! follows a simple and structured plan and shows you how to grow a new or existing e-commerce business, so you not only will you compete

with your competition, but completely outshine them to dominate your marketplace. Customer Reviews..."Outstanding e-commerce guide" - "Will"Excellent Resource for Start-up Ecommerce Entrepreneurs" - "MaggieJ"E-commerce Simplified... At Last!" - "JamesStart Up Accelerated With E-commerce Get It Right! Available In Paperback or Kindle. The Kindle edition is instantly delivered direct to your Kindle device or reader.

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## Customer Reviews

I am a designer just getting into the realm of ecommerce, I know how to program websites and have been designing for about 7 years. I thought ecommerce would be simple so I decided to try it but after getting no sales in 4 months I realized I was doing something wrong. So I ended up buying a lot of books on the subject. This is by far the best of them. Not a lot of theory just practical steps and things that make sense. This book showed me that easy and familiar web pages get sales and that you must focus more on the selling process because that is what will increase your sales. I recommend this book to any one starting or having problems with there ecommerce website.[...]

I built a successful eCommerce business from scratch - and it was not easy! We made every mistake you can make and just about gave up 10 times. When I see the concise and easy to use tips in this book I see many of the major hard lessons we had to learn along the way spelled out. OH, if only we'd had this when we got started! The pain and money it would have saved to avoid all the pitfalls. I can safely say that if you are looking to start or grow an eCommerce business, you MUST know these rules and lessons. So, you have a choice. You can learn by floundering around, wasting time and money, or you can simply read and apply what you find in this book. John

I rarely, if ever, bother to write reviews. However, I felt it was called for. I am reading up on understanding how E-commerce works. I have read quite a few different books and this, by far, has been the most informative book. A reviewer mentioned that because this author is from the UK, his references were not good for US. Well, that is so far off base. Matter of fact, it is completely irrelevant. This book helped me get a thorough understanding of E-commerce and is going to be a great reference guide going forward! Kudos to the author! Great job!

This book is THE ONE you should read! I have been in retail for over 30 years but I knew very little about selling online. This book will take you from a relative beginner where I started and lay out all the tools you need to build a successful e-commerce website. There are very few reviews you can read that will make you certain you should get this, or any product. Here is your proof. Inside the book the author Ian has given you an e-mail address to contact him if you have comments or questions about anything in his book. I sent him an e-mail with several questions. I really wasn't expecting to get back anything more than a "Thank You" for buying my book e-mail. I couldn't have been more wrong. Ian wrote me back the same day and answered all my questions at length. How many other authors of ANY book have you ever heard of doing that? He was even interested enough to ask me a few questions of his own regarding my e-commerce project. After several back and forth e-mails Ian has proven to me that he didn't just write a book. He wants to actually HELP YOU be successful. Ian has given me contacts of his. Copies of contracts that cost him plenty to have drawn up by his attorney, no charge! He has written me extensive e-mails explaining in detail some of the pitfalls that he wanted me to be aware of as I got into it. All this and more, and I had already bought his book! This fellow is authentic.

I was stumbling in the dark when I launched my e-commerce site to sell products personalized with ambigrams at FlipScript.com. I did what I "thought" would work, and it did to some degree. However,

after reading this book, I can clearly see so many things that could have been improved right from the beginning. The site can still be updated (and I'm planning to do just that), but it is always more work to go back and update things that aren't working as well as they should than to do it right from the beginning. The most valuable part for me were all of the tips on conversion rates. I can't wait to fix a lot of the user interface and customer usability issues that my site has, and then to crank up a few A/B tests to tweak the experience even further. While a cool new concept will keep an e-commerce site out of the 97% of failures, this book has the info. to turn a site into a home-run hit, and was obviously written by someone who has a good deal of experience in the subject matter.

I was eager to set up my website selling a physical product, but I didn't have a clue where to start. Having previously read quite a few e-commerce books and scoured the web looking for a simplified model to follow, I was perplexed at best. Enter E-commerce Get It Right! The book immediately gave me confidence to get started as the author has clearly been there and done it, no harvard professor here, just simple and practical steps how to sell online. Just what I needed.

While this book is informative and does a good job of simplifying explanations, it became apparent that the author of this book was writing from a "here in the U.K." perspective. The information was helpful, but when it came to talking about legal considerations, those given were for the U.K. market. I am going to keep this book, as it did offer much information, food for thought, and helpful advice. The only thing I would have liked to have seen more of would be lists of recommended or best-rated resources. Those given were few and far between.

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