

MAKE YOUR **2002** SITE SELL!

It All Starts with **The Product.**

“Ce n'est pas bien, bien compliqué,”
as we say here in Québec, Canada.

Translation?

“It's not terribly complicated.”

If your products deliver poor price/benefit ratios,
or are inappropriate for sale on the Web,
quit wasting **your** time.

Quit wasting your **visitors'** time.

Don't sell via the Web.

**Develop a sizzingly great product
that is appropriate for the Web.**

Then write a Web site that SELLS.

