

Who Are You Going to Believe?

It's not enough to insist that you are a trustworthy honest person, possessed of so much integrity that you would never contemplate ripping anybody off!

You can proclaim you're honest all you like, but what does that prove?

Instead, assume that every statement, every claim or promise, every assertion and every fact, will at best be questioned, at worst disbelieved.



Back up Every Statement You Make

Here are the six main ways to back up every statement you make on your website.

1. Testimonials

Here's an example testimony from Kathryn Parsons at the Comfort Inn.

100% INCREASE IN ONLINE BOOKINGS FROM OUR WEB SITE

We've teamed up with Internet Secrets Made Easy. --and in the last 5 months, we have had 100% increase in bookings, retaining 99.9% of our corporate clients. In addition, our April weekend booking percentage also peaked much higher especially during Easter and Anzac holidays

*Kathryn Parsons,
Manageress,
Comfort Inn Mitchell on Main Motel*

2. Bold Guarantees

This image is a screenshot of our guarantee.

We guarantee your return on your investment, back it up with our 12 months money back guarantee.

WE GUARANTEE OUR RESULTS



***This is My Outrageous 12 Months Guarantee!!**

We Guarantee you a Return On Your Investment and back it up with our 12 months Money Back Guarantee

In fact, I am so confident that if you follow our instructions, supply us the raw materials and if after 12 months you have not doubled your financial outlay in gross profit from the results of sales by our Hold Your Hand All Done For You Marketing Services, I will give you a FULL REFUND!!!

We are in the business of Helping You Make Money, we are not in the business of taking your money!

3. Bank Statements

Provide clear evidence



