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# **Make Money From Home - Your Design Influences Sales**

For anyone who has made it their ambition to make money from home, there are a few things that you must consider. First of all, internet marketers who experience long-term success all utilize their own website. Secondly, these same internet marketers are able to constantly make money from home due to the fact that they utilize email marketing. While you may have already been aware of these two factors, there is a third less tangible factor which vastly influences sales. This factor is the design of both your emails and your website, and will be the focus of this article.

I cannot stress enough how important it is to make a positive first impression in this business. Since we are operating online, our means of communicating with those in our niche market is limited. As such, those in our market place a great deal of importance on appearance. Thus, a fair amount of effort must be put into the design of both our emails and our website. One way to do this is to hire a professional web designer. A professional web designer can formulate your designs to your specifications. However, if you do not have the financial means to do this, all is certainly not lost. The internet is full of email templates which you can use to make your emails stand out. Furthermore, Content Management Systems such as WordPress and Joomla! have become so popular that any novice can create an professional looking website by simply purchasing a professionally design website template for \$30-\$50, and adding the content.

As you may or may not know, the complexion of email marketing has changed drastically since 1997. Back then, we received so few emails that receiving and opening an email was akin to receiving and opening a gift. Thus, it was quite easy to engage in email marketing as people were eager to join an email marketer's list, and were very receptive to receiving their emails. Fast forward to right now. You receive so many emails that if you fail to check your inbox for two days, often times you have to navigate to the second page of your inbox to pick up all of your new emails. Needless to say, people are no longer so eager to receive emails.

Therefore, nowadays it is important that your email stand out from the rest. You must take measures to personalize your emails. Most auto-responders give you the capacity to use a "name" token which enables you to use the recipient's name almost as though you are speaking to them directly. This is something which should be used in the subject line to compel the reader to open your email. Once opened, the design of your email should be such that it grabs your reader's attention, and holds their interest. You can do this by using a template design which follows the theme of the email. In addition, the design of your email should be such that the reader has not question what you want them to do next. There should be a clear direction steering them towards the website upon which you want them to make a purchase.

Once the email recipient has ventured over to your website, it is imperative that your website design is laid out to make sales. Therefore, your visitor should never be guessing where to go next. Your website should be easy to navigate, and have a clear "call to action". Furthermore, it is important that the focus be on a specific buyer from a specific niche. Your website should clearly convey what the benefit is to the buyer should they take you up on your offer. This can be demonstrated clearly with verifiable third party testimonials. I can think of nothing more compelling than proof that someone else in your niche market used your product, and achieved the results which are desired by those currently frequenting your website. When it comes to your website, remember that this is the face of your online business. Therefore, it is important that you put a lot into the design, as this will shape the perception of credibility of your business. What you put into your website will be a huge factor in your being able to successfully make money from home.

If you have aspirations to [Make Money From Home](#), it is important to know why visitors to your website make the decision to buy. Successful online marketers have learned how to [Earn Money Online](#) consistently by figuring this out.

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