



WEBSITE MUST SELL.



DON'T MAKE ME THINK



DON'T MAKE ME WAIT



DON'T MAKE ME WORK



DON'T BORE ME



MORE YOU TELL, MORE YOU SELL



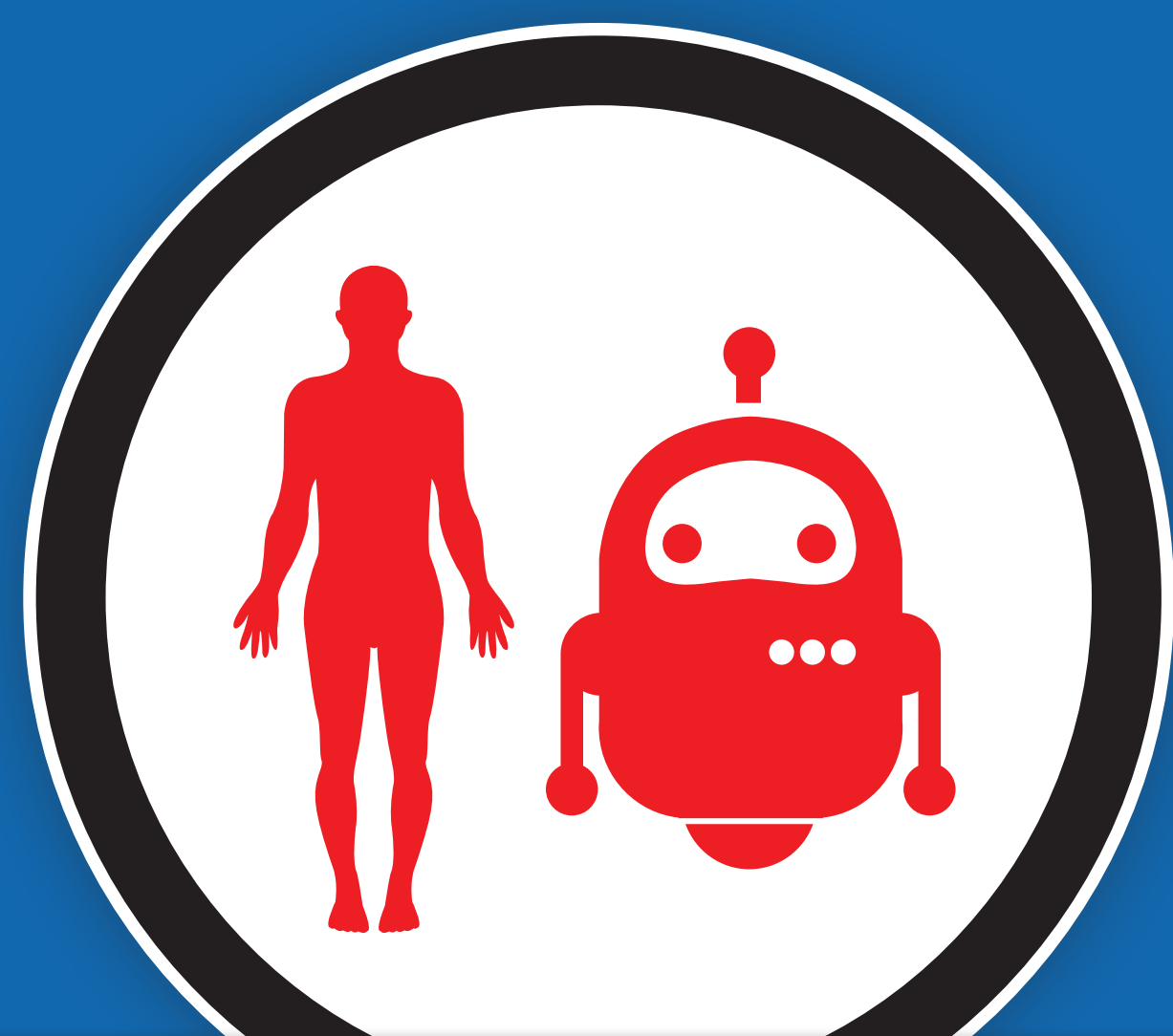
INBOUND MARKETING IN ACTION



USE CONVENTIONS



WEBSITE IS HUB FOR ALL WEB SALES ACTIVITIES.



MAKE WEBSITE FOR HUMAN AND SEARCH ENGINE



HOME PAGE MUST COVEY BIG PICTURE



TELL THE TRUTH, BUT MAKE THE TRUTH FASCINATING.



ALWAYS BE TESTING



IN GOD WE TRUST: ALL OTHERS BRING DATA



CAVEAT VENDITOR



THE CONSUMER ISN'T A MORON, SHE IS YOUR WIFE



MAN IS A SOCIAL ANIMAL



ONCE A SALESMAN, ALWAYS A SALES MAN



SERVE CUSTOMERS WITH RESULTS AND RELATIONSHIP



IF IT DOESN'T SELL, IT ISN'T CREATIVE