

FIXING **micah's site**

Booklet 1 in a series of conversations

Seth Godin

Here's the idea: Some of my favorite moments are spent interacting with marketers (be they entrepreneurs, managers, CEOs or non-profit organizations) about how they can spread their ideas more effectively.

Alas, these interactions aren't very highly leveraged. I might get to help one or two people a week, but since I've chosen not to be a consultant, I can't really scale it.

It occurred to me that it might be interesting to write down some of these interactions and package them as ebooks. If I do it right, you'll get the benefit of the conversation without having to actually have one! Sort of like artificial grape lollipops—most of the flavor, none of the painful backbreaking stooping.

Anyway, I digress.

These booklets are not copyedited, glossy, long or indexed. They are just what they seem—a look at a particular individual's issues. Hopefully, as you see Micah and I work on his site, you'll see the same issues in your work, and be able to apply similar thinking.

As always, take it with a grain of salt. Your mileage may vary.

You can find every one of the screen shots in full, glorious color and fine fidelity by clicking right here. <http://sethgodin.typepad.com/photos/micah/>

BACKGROUND:

I ran into an old colleague at a conference (old as in we worked together on Guts in 1990, so don't tell me you've been online a long time, okay?). Susan is a very talented web designer, and like most web designers, she's sort of in between the "oh boy, we need a website, let's hire someone!" stage and the "oh no, the economy is in the tank, let's cut costs!" stage.

I promised to drop her a note about the burgeoning niche I see for web designers, and here it is:

Susan,

Within two years, companies are going to spend about \$5 billion a year on search engine advertising, adwords, keywords and other smart ways to get strangers to click on over to their sites.

Further proof that the web is now officially a direct marketing business.

YET, at the same time that all these companies are aggressively spending to build the right kind of traffic (not the, “hey, I tricked you with a pop-under or spyware or an opt out box or seduced you with a bikini” ads) they’re dropping the ball.

Less than 10% of these advertisers regularly measure results.

Far fewer than that are changing their offer pages hourly.

What a waste.

People like Andrew Goodman (his site is Traffick.com) understand this. They realize that test and measure and evolve is the secret to direct marketing. There are no once-and-for-all secrets. It’s a process, not an event.

So who’s going to do this work?

I think it’s going to be the next generation of web designer.

It goes like this:

You say to the prospect: I will work with you to build a four-page engine of revenue. The idea: the client loads it up with targeted traffic that he buys by regularly trying and testing adwords and other relevant, measurable media. (if the client is willing to spend enough, she can buy as many people as she wants to visit her site—once.)

Then, I will regularly, constantly tweak (or redesign) the four page site to turn those strangers into friends (and maybe, if your product is great and your followup is appropriate, you can turn those friends into customers).

The thing is, it's probably cheaper to constantly measure and evolve and redesign a four page offer site than it is to build the annual 400 page website overhaul. And there's no question it's more effective.

It takes patience. It takes a lack of ego. It takes a willingness to be creative and to try new stuff, to measure what works and to do it more.

The great news about direct marketing is that when it works, you know it worked. That makes it easy to get new clients. It also makes it easy for your clients to grow.

The future belongs to disciplined designers, talented copywriters and patient, honest and respectful clients/marketers.

Have fun with it!

In a nutshell, I believe that virtually all marketers (and we're all marketers, aren't we?) are dropping the ball online. We're getting better at the glamorous part—buying keywords and other sorts of media that get a person to our site the first time.

Then what happens?

What happens after someone shows up and visits that first page for the first time?

My guess is that you have no clue. My guess is that you can't/don't measure the outcomes of those visits as closely as you might, and that even if you do, you're probably not altering the pages people see at first as often as you can.

What if you did?

THE POWER OF THE MATH:

Say you buy clicks from Google for 40 cents each.

Say that one out of ten people who arrive at your site read your first page and click where you hope they will click.

And say that one out of ten of *those* people read the second page and take the action you'd like (they subscribe, they buy, they phone, whatever).

Those two pages have converted strangers into friends at the cost of:

40 cents divided by .1 divided by .1 equals \$40.

That's right, \$40.

Now, if you tweaked those two pages and changed the one out of ten to one out of five, the math is:

40 cents divided by .2 divided by .2 equals \$10.

If you're buying 1,000 outcomes a day, you've just changed the total cost of those outcomes from \$40,000 to \$10,000. Changing two pages on your site is worth \$30,000 a day! More important, it changes the math of your business from negative to positive. It creates a positive engine for growth.

If you make a profit of, say, \$12 on each and every signup you get, spending \$40 a signup is stupid. Spending \$10 a signup, on the other hand, is brilliant. So doubling your rate of acquisition on those two pages is the difference between losing money and making a fortune.

You may have 4,000 pages on your site. You may have Flash and Shockwave and rollovers and efficient HTML. You may have metatags and an RSS feed. The fact remains, if the math is broken, your site is broken.

And for most of us, the math is broken.

THE FOUR STEP PROCESS:

1. Acknowledge the math, and start measuring it.
2. Figure out what “success” means in terms of converting leads.
3. Realize that there are many vernaculars in direct marketing, and you don’t have to be cheesy to succeed.
4. Test, test, test.

That’s it.

MEASURING IT:

It's not particularly difficult to track what happens on your site. Your webmaster might not have organized the site for this function (webmasters aren't marketers—why would they measure the right stuff?), but all you need to do is put in some invisible counters or other whizbang tools that make it quite easy for you to see (in realtime) which pages are working (which means they're not losing visitors) and which ones are working (which means they're accomplishing what you set out to accomplish.)

Keep the pages that are working. Change the ones that are broken!

YOUR PAGE CAN ONLY DO FOUR THINGS:

1. get someone to buy something right now
2. get someone to give you their email address or phone so you can build a relationship
3. get someone to tell a friend
4. get someone to go to another page on your site.

That's it. Only four things worth doing.

So, what are you trying to accomplish? (Hint: picking just one works better than picking two, and picking more than two is silly.) (Hint #2: Most strangers just aren't going to buy something from you the first time they visit).

My advice to you is to figure out what you want, then figure out what you can get, and obsessively focus on doing just that.

WHAT ABOUT THE VERNACULAR?

The tone of voice you use matters a great deal. If you take a look at www.audiogenerator.com, you can see what I mean. Here's a site that takes the idea of direct response very seriously indeed.

AudioGenerator™ No-Risk Secure Acceptance Form
Special \$1 Offer... 5 Days Left!



As a special guest, you're eligible to get **UNLIMITED use of AudioGenerator until October 28th for just \$1.**

Because you're ordering today, you have 5 more days to evaluate our service. (If you wait until tomorrow, you'll only have 4 days.) **The trial period ends October 28th no matter what.**

Scroll down and fill in your information below to get started now!

Armand Morin

YES, count me in! I want AudioGenerator™ to help me pull **MORE** cash out of my prospects and customers with the power of the human voice ...

I understand that for a measly \$1, I get:

- **Full Access to all Features and Benefits** of AudioGenerator Membership. I can cancel any time, or continue as a member for just \$29.99 per month.
- **Unlimited Number of Voice Messages** - I can create an unlimited number of Voice Messages in my AudioGenerator account.
- **Unlimited Number of Websites and Webpages** - I can post my Voice Messages on as many websites as I choose, there is **NO LIMIT** to the number sites I can place my Audio Messages on.
- **Unlimited Audio Emails as I desire** - I can send out as many Audio Emails as I would like to. Whether it is 1 or 100,000, there is never an additional cost to use this feature of AudioGenerator.



There's absolutely nothing wrong with this approach—it's extremely effective at selling a certain kind of product to a certain kind of person. However, it certainly wouldn't work,

say, for Lockheed as a tool to get Pentagon generals to inquire about the new model B-52 bombers!

Every audience has a tone of voice, a vernacular, that they are comfortable with. And within various markets, a mismatch of vernacular means you are not respected. You might even get ignored.

Show up at a Goldman, Sachs conference with those inexpensive photo business cards that mortgage brokers use, for example, and you've blown it.

WHICH BRINGS ME TO MICAH...

Micah Solomon runs Oasis CD Manufacturing (oasisCD.com), the single most impressive firm doing duplication of CDs for independent musicians. In a nutshell, he helps musicians self-publish their music, creating replicated CDs in beautiful jewel box or cardboard packaging. He also provides, for free, a ton of promotional help. In an industry with a lot of fly-by-night operators, Micah is the real deal.

Right now, as we begin, his site looks like this:



Oasis congratulates
**John Mayer on his Grammy:
 Best Male Pop Vocal Performance
 ("Your Body Is A Wonderland")!**



Introduction to Oasis: Music (Audio) Who We Are & What We Do

Introduction to Oasis

- **Who We Are & What We Do**
- **Tools of Precision TOP Sale of FREE services:** release strategies, best CD order program, also one press LIT, SoundScan, labels, & more
- **TOP Quality Upgrades:** high speed glass cutting, 120-130nm dyes, 1147 colors, & more
- **Oasis Printing and Packaging:** design, artwork services
- **Finance your CD Project**
- **Music Organizations and Events:** sponsored by Oasis
- **Reseller's Guide to Replication**

Facts and Forms

- **Price List & Online Quoter**
- **Templates for Graphic Artists**
- **Order Forms:** (and make with your project)

Want More Info?

- **Send me a complete brochure**
- **Contact me NOW:** I have a question (Click here for a response within 2 hrs, hours)
- **Oasis in the News**
- **Resource Links**

Search:

Founded by musician and recording engineer Micah Solomon in 1987, Oasis CD Manufacturing was created to be the CD and cassette duplication company that musicians could trust -- an oasis in a big, confusing and impersonal business. Since then, Oasis CD Manufacturing has continued to set industry standards for integrity, honesty and courtesy in serving customers.

The expert staff at Oasis will guide you through the choices to be made as you prepare to duplicate your product. We will answer your questions candidly and clearly, so you can make decisions that are sensible and savvy and that suit your needs.

Here are some of the ways Oasis stands out from the crowd:

Creative Packaging

Oasis is the industry leader in creative, eco-friendly packaging design including the Oasis Jewel-Free Box, Soft-Sock, Rough-Look, and Aluminum coated (mirror) trays.

[View Info](#)

CD Marketing Support

Oasis clients enjoy the benefit of free promotion to radio DJs and industry execs via the renowned, chart-topping Oasis Sampler CDs. They also receive free barcodes and free retail display boxes with every order.

[View Info](#)

CD Distribution Support

CDs manufactured by Oasis qualify for distribution through CD Baby and Amazon.com--at Oasis's expense.

[View Info](#)

Single-Speed Glass Cutting

For a modest fee, Oasis will upgrade your order to single-speed (audophile) direct glass mastering--an exclusive Oasis option.

[View Info](#)



Send this page to a friend

In order for him to grow, he needs to have an engine of revenue where he can buy traffic (from print ads, publicity, Google adwords, whatever) and turn that traffic into a series of

interactions that lead to a sale. And the first page they see is the most leveraged moment in that entire sequence.

My problems with his site? Well, he has no real goal (what I call a banana, the thing he wants people to click on right now.) Instead, he is telling everything at once. You wouldn't sell to someone in person that way. You wouldn't go on a first date that way. You wouldn't run for President that way. You shouldn't start your web interaction that way either.

The second problem is that he doesn't have the vernacular right. Many of the people who are considering hiring him don't see the world this way. I asked Micah for a list of sites that his prospects might see in the average day. Here's his list:

google.com
CDBaby.com
garageband.com
bmi.com
mp3.com
buzzfactor.com
amazon.com

mtv.com
sonicbids.com
musi-cal.com
galaris.com

Picking one at random, I come across CDBaby. It looks like this:

CD Baby



SEARCH

find the CDs you want
quick and easy

BROWSE

discover new CDs in
all genres and styles

FLAVOR ★!

CDs to match your
mood, occasion, or...

New Arrivals

see the newest CDs
- updated daily!

Top Sellers

Now

see which CDs are
popular this week

Top Sellers

Ever

biggest selling albums
we've ever had

Album Art

walk the aisles of a
cool record store...

SELL YOUR CD

if you released a CD
we'll help you sell it

Choose a STYLE:

[Blues](#)
[Classical](#)
[Country](#)
[Easy Listening](#)
[Electronic](#)
[Folk](#)
[Gospel](#)
[Hip Hop/Rap](#)
[Jazz](#)
[Kids/Family](#)
[Latin](#)
[Metal](#)
[New Age](#)
[Pop](#)
[Rock](#)
[Spoken Word](#)
[Urban/R&B](#)
[World](#)

CD Baby: a little CD store with the best new independent music



ALBUMS

David Hughes: Swooosh

It won't take many words to entice jazz fans to take a peek into this album. With the bassist from the Jazz Crusaders, featuring special guests David Benoit, Wilton Felder, Greg Mechison and Dave Anderson from the Ruppingtons, jazz fusion has seldom ever been more expressive, more engaging and personable. And while jazz fusion might not be known for its mainstream appeal, the sophisticated pop influences in "Swooosh" steers it towards accessibility. Influenced by Pat Metheny, Marcus Miller and the Yellowjackets, David Hughes' album is one to be excited about.

CD Price: \$9.99 [ALBUMS](#)



ALBUMS

Rhythm Culture: Keep the Wild Free

Even being the 30th album of the day, I couldn't stop listening to this album and didn't want it to end. Based on a thick reggae groove and incorporating prime elements of rhythm and blues, jazz and even a dash of 70's flavor here and there, "Keep the Wild Free" is a lush, full-bodied album. The album must have been mixed with special attention to harmonics because the sound seems to fill every pocket of hearing, it's full of substance and has absolutely no holes; it's a rich wash of sound that the whole body can relish in. It will have every sense exhilarated and every molecule in the body happy and heaving.

CD Price: \$11.97 [ALBUMS](#)



ALBUMS

Mal Williams: The Best Is Yet To Come

You don't have to be Christian to be touched by this album, to be covered in chills and goosebumps. With electrifying male and female voices, ranging from foot-stomping, hand-clapping upbeat songs to slow, wailing ballads that will tug and pull at the heart, this album is no less than packed with professional, flawless and incredibly emotional performances. If contemporary gospel even slightly appeals to you, you must hear this album. It's unstoppable and doesn't hold back one bit. 100% moving.

CD Price: \$15.98 [ALBUMS](#)

So, this is where we need to start.

1. Micah has to boil down the offer page (that's the first page people land on) to something that offers no more than two choices *and*
2. It needs to have a look and feel that is pleasant, light, and trustworthy.

Alas, his first response was pretty typical:



Introduction to Oasis: Music (Audio)

Who We Are & What We Do



Introduction to Oasis

Who We Are & What We Do

- **Tools of Promotion TOP Suite of FREE services:** national distribution, radio CD sampler program, electronic press kit, SoundScan upload, & more
- **TOP Quality Upgrades:** single speed glass cutting, top-spine stickers, 11x17 posters, & more
- **Oasis Printing and Packaging:** Unique packaging options.
- **Finance your CD Project**
- **Music Organizations and Events** Sponsored by Oasis
- **Musicians' Guide to Replication, Mastering & Promotion**

Welcome to Oasis CD Manufacturing. We help you **manufacture** your **CD, DVD, SACD, cassette, or VHS** project. We also help you **package** it creatively, **promote**, and **distribute** it so it doesn't become just more clutter in your apartment. We have many worthy competitors, but we are widely considered to be the gold standard in our industry for quality, reliability and personal service.³ If this is what you're looking for, please consider entrusting your project to Oasis.

So, how can we help you today?

Catalog and Samples of our Work

Would you like us to ship you a complete catalog and samples? And put you on our super-cool email list?

[More Info](#)

CD Marketing, Distribution and Promotion Support

Oasis clients have their own radio show on XM Satellite radio; Sonicbids electronic press kit service; Soundtrack Express, distribution through amazon.com, cdstreet, cdnow, CD Baby, Virginmega.com and Waldenbooks.com; digital distribution submission such as the iTunes Music Store, BuyMusic.com and more.

[More Info](#)

Creative Packaging

View an array of options like the unique Oasis Jewel-Free[®] Box, Soft-Spot[®], Rough-Look[™], Digipak[®] and aluminum coated (mirror) tray as well as standards like the conventional jewel box.

[More Info](#)

Pricing

Just need quick prices? Click below to try our online quoter or access our prices in various electronic formats.

Facts and Forms

- **Price List & Online Quoter**
- **Templates for Graphic Artists**
- **Order Forms:** (send these with your project)

Want More Info?

- **Send me a complete brochure**
- **Contact me NOW!** I have a question (Click here for a response within 3 bus. hours)
- **Oasis in the News**
- **Resource Links**

Bravo for taking strides in the right direction, but like many expensive web sites, this one is proving very recalcitrant to wholesale change. The people involved get stuck on the look, the feel and the way it works. Most troubling, they worry that if they don't include an option, people will leave because they can't find it.

So I went back to Micah and said, "What if you offer them only two choices: a free price quote and a free five page report on how to market their music for almost no money."

As for the layout, what if we included a picture of you and your team? Preferably with your guitars on? (Micah's got a great band).

And last, what if all the brown stuff became blue?

Micah was concerned that a photo of the team would look to me-centric. I responded:

I don't think it's selfish because the prospect wants to be sure that you're big and serious and real.

I think your colors don't match the vernacular, and the site is hard to read and pretty dull.

I think you can be clean and neat and solid and real without being brown.

As for the price quote, I wouldn't give them a custom quote. What I would do is say:

Give us your email and what you have in mind (quantity, packaging) and we'll instantly email you our basic price list. In that email, you can offer them a coupon or a special upgrade on packaging or whatever.

So, the path looks like this:

Keyword → landing page

Landing page to either

→ get free pricing *or*

→ get free tips

Get free pricing leads to an email back with price list and a coupon

Free tips goes to a page that has your sampler, your cdbaby deal and 8 others

On every page are links to:

Your affiliations (better biz bureau)

Your client list (include all the famous people you've handled)

Your "home" page

All three of these links are small and subtle.

MICAH'S THOUGHTS IN RESPONSE:

In other words, my site looks good to me because it looks like high end design lifestyle magazines (Saveur), not funky musician magazines (Recording). But I, who have grown fat and happy, am not my target market; my lean and hungry client is my target market.

BUT; conversely, I propose that I have important ground here that I need to stand. Primary colors are something we avoid on our site because they yell out not only “Preschool” but also “SALE!!!.” And Oasis is NOT interested in looking like the Hyundai of CD replication.

Having said that, I just peeked at the Amazon site and it’s pretty blue as opposed to brown. And I do realize there are technical issues: Web-approved colors. Perhaps we have violated some rules here? You’d know far better than me.

Seth, I have a question: when we PAY for a google “adword,” should we have the paid adword lead to <http://oasisCD.com> or to <http://oasisCD.com/music> ?” Common sense would say have it lead to /music since the vast majority of our customers are musicians, but since I read that amazing book “Why We Buy” by Paco Underhill about retail, I’ve

been intrigued by his idea that the best entrances to stores don't assault prospective customers right away. They start with a free zone, where customers can catch their breath before the onslaught of shopping. <http://oasisCD.com> is such a zone: they only have to choose between ROM and music. On the other hand, it doesn't make logical sense to even ask them that question, since we know which they want-- Since we have so few ROM customers, we don't even expend any ad \$ prospecting to them on google.

Micah and I are making progress here. My answers:

1. No comment on whether you're getting fat, but as we all know, taste is relative. My only objective is to help you build a site *that looks like other sites that are working!* In other words, if your goal is not to change the state of the art of web marketing, you should find the vernacular that is proven to be effective. I have never encountered a site that looks like yours, never seen one like it that works, so by my math, it's not worth the journey.

I'm not saying that you should be boring or copycat. I'm saying that within that vernacular you must still use copy and graphic creatively to make the journey

worth it. You must make a remarkable offer. You must have a remarkable product to sell. But you do. So don't bury it.

2. I think Paco's understanding of retail shopping is second to none. But it has nothing at all to do with the web. You never get a second chance to make a first impression, but your first impression must never get in the way of getting permission to continue the interaction. Few retail shoppers walk into a store and immediately turn around, leave and drive away. They give the place a few minutes because they invested in the trip. A web site is different. Google is just a <back> button away, and they'll use it.

So, I think you need a look that says, "trustworthy, smart, professional, fast, inexpensive" and that allows them to make a quick choice of easy alternatives really fast. Listing a famous group as a client when they were starting out, for example, sends way more of a message than a whole column of navigation choices.

3. your google links should point straight to an offer page, never your home page. Your home page should be a tiny link at the bottom or through your logo up top.

Micah did his homework. He wrote back that he realized that his home page needed to be different than his offer page. He also came up with this offer:

1) If they click on the “I want a price quote” button, they’ll receive the following message;

Greetings from the Oasis sales department! Here is pricing on some of our most popular CD packages. All packages include complete jewel box packaging, four color printing, etc. etc. They also include our renowned Tools of Promotion Suite of Services, which gets your music out to radio nationwide, our own radio program on XM Satellite Radio featuring YOUR music, national distribution, and much more:
[list goes here]

Since Oasis also manufactures DVD, SACD, and many other products not listed here, and as Oasis makes many packaging options other than plain old jewel boxes, here is your personal sales contact if you want any other customer price quote:

Susan Carlson: susan@oasisCD.com
(888)296-2747 ext 243

Please feel free to contact Susan directly for additional custom quotes, or if you would like a complete physical catalog and absolutely free, no-obligation samples of our work!

2) If they click on the “Musicians’ Guide To CD Manufacturing” button, they’ll get a nicely formatted email discussing CD manufacturing and promotion, as well as a link to where they can get the same info as a PDF and permission to email it to their friends.

Since I can’t resist tweaking, I suggested:

Great start.

I’d alter the first just a bit:

Greetings! My name is Susan and my computer is sending you the Oasis CD pricing you just asked for. If you’ve got any questions at all, please call

me (I'm a real person!) and I'll help you. If I'm not here, just ask for one of my colleagues.

Here is pricing...

Then, I'd add a PS that says something like:

You should shop around before you make such an important decision! If you want a list of our competitors, just call and I'll be happy to give you their names. When you check out other choices, be sure to ask about:

National radio distribution

Our own radio programming on XM Unsigned that features your music

Etc.

Micah is on a roll now. He understands that his home page, his face on the world, is not permanent nor is it the best way to make a first impression. Sharpening his pencil, he came up with this:



Introduction to Oasis

- Nationwide radio promotion
- Top Quality reproduction
- Exclusive packaging
- Financing
- Free Quotes

The most recommended. The highest ranked. The best promoters. And the company that is run by musicians, cares about musicians and is willing to work for your business!



Here's the Oasis gang on the steps of our building in ultra-rural Rappahannock County, Virginia, population 7,000. (We're so out-numbered by sheep and cows it's not even funny. O.K., sometimes it's kind of funny.)

That's our president Micah Solomon standing on your right.

Welcome to Oasis CD Manufacturing. We help you manufacture your CD, DVD, SACD, cassette, or VHS project. We also help you package it creatively, promote, and distribute it. We have many worthy competitors, but we are widely considered to be the gold standard in our industry for quality, reliability and personal service.

FIRST TIME VISITING? TWO FREE OFFERS:

FREE PRICE QUOTE ON YOUR NEW PROJECT. Just type in your email address and first name and we'll instantly send you our basic price list! Plus, we'll let you know how to get more personalized advice and info if you need it.

First Name

Email

(REMEMBER: We ****Never Have**** and ****Never Will**** share your email address with anyone.)

FREE 7 PAGE GUIDE TO PREPARING YOUR CD PROJECT. Type in your email address and we'll send you a free 7 page "Musician's Guide To Preparing A Project For Replication," written by Oasis' president Micah Solomon.

First Name

Email

(REMEMBER: We ****Never Have**** and ****Never Will**** share your email address with anyone.)

Oasis duplicated the first CDs for John Mayer and Three Doors Down, among many, many, many others who got their start with us.



email this page to a friend

© 1995-2003 Oasis Recording Inc., dba Oasis CD Manufacturing

click above to see the latest version online.

No, of course it's not perfect, nor is it the most beautiful site ever. So? If the web is a process, then this is an absolutely great place to start the process. By the time you read this, if Micah is on top of the process, the page he'll be using (and the process behind it) will be radically changed. That's my point. [[click here to see his latest version](#)].

Simple pages.

Measured pages.

Pages that change.

Which leads to emails that are measured and change, and offers that are measured and change and products and services that are measured and change.

DO I KNOW WHAT I'M TALKING ABOUT?

The point of this document was *not* to sell you on bright colors or bananas or copying the vernacular of others who sell successfully to your audience. Those are just tactics.

What I am trying to sell you on is a strategy. A simple strategy that says that sites should be measured (because they can be) and that pages should have a single purpose (because things with a focus usually succeed better than those without.)

When people ask me to look at their site, they always say, “we’re in the middle of a re-do”. Alas, they usually aren’t. Your site should always be under construction, and I bet it could be shorter (three pages!), more frequently updated (every three days!) and more measured.

WHAT'S NEXT?

I wish I could have a similar, customized conversation with you about your site. I can't. No time. What I can do is write down the best ideas I've got. Sometimes they're free, sometimes my publishers make me charge. You can find it all by clicking [here](#).

Thanks for reading. Thanks for measuring.

Seth

See the entire oeuvre (eggs?) by [clicking here](#).