

## **Internet Persuasion Introductory Questions**

1. How will your potential customers find your site?
2. What is the first thing they will think after they see your website?
3. What do you want them to do after they visit your website?

4. What are 3 adjectives that describe your current or future website?

5. What are you going to do to make your visitors stay longer on your website?

6. How are you going to get customers to return to your website?

7. What are your 3 favorite websites? Why?

8. What are your 3 least favorite websites? Why?

9. How will your website be built? Rebuilt? Adjusted?

10. How are you going to monitor the results of your website?