

The Belcher Button: Redux

"Split tests show close rates *increased by 35 to 320%* over ANY other buy button I have ever used. Every element of the button has been tested individually in over 10,000 closed transactions."

Perry Belcher

<http://www.belcherbutton.com>

Legal Mumbo Jumbo:

If you use these buttons, the code or anything else associated with them and your sales plummet, your dog dies, your ex comes back or anything else bad happens, it's not my fault. Even if it is my fault, you can't sue me.

i.e. Everything is being provided as-is and you assume full responsibility.

Right To Distribute:

You may NOT distribute any of the files in this archive or the archive itself.

You can send people to download it for free and without supplying an email address at:

<http://www.garriewilson.com/2009/05/26/belcher-button-redux/>

Of course you could also send them to download the original image version at:

<http://www.belcherbutton.com>.

Special Thanks Goes To:

Perry Belcher for not only creating and testing the Belcher Button but for also freely giving it away. He didn't even ask for an opt-in.

If you haven't looked at the original button or watched Perry's video explaining what's what and why it works, I highly suggest you do so at:

<http://www.belcherbutton.com>.

And **Jesus** of Blue Squares Web Design for making a layered .PSD version of the Belcher Button that is being party used in my version 3 & 4. Which is included in the file belcher-button.zip.

If you would like to learn more about the services Jesus offers, visit them at:

<http://www.bluesquares.us>.

Versions:

- **Version 1:** Looks like the "normal" Belcher Button.
- **Version 2:** Just like version 1 BUT the border around the button turns from green to red on mouse over.
- **Version 3:** Is identical to version 1 BUT you can replace the "Add To Cart" verbiage with something of your choosing. Without editing graphics.
- **Version 4:** Is identical to 2 BUT you can replace the "Add To Cart" verbiage with something of your choosing. Without editing graphics.

Instructions:

To use versions 1-4, you simply:

1. Open the PHP file of the version you wish to use in a ascii text editor and on the first line, replace <http://www.your-order-link.com> with your actual order URL.

If you are using versions 3 or 4, you need to also replace **Add To Cart** on the second line with the verbiage you want displayed on the button.

Both of these changes only need to be done once as the code will change them in the other locations.

2. Scroll down to, approximately, line 12 and replace \$297 with your "normal" price and replace \$97 with your "sale" price.
3. Once done editing, copy everything in the file and add it to your sales letter and then upload the images folder.

You can also edit the HTML/CSS code if you want.

Notices:

1. The pages you put the code in *must* be PHP or able to run PHP.
2. The versions that turns the red border green has not been tested for results. In opt-in tests, it increases conversions but doesn't mean it will for order buttons. So test it out and see.
3. All versions look like the normal Belcher Button BUT use different credit card images. I have not tested the performance of the new credit card images -versus- the ones Perry uses so TEST and see which ones has better results. The original images are included if you want to change them.

Questions?

You may ask any questions in the comments section at:

<http://www.garriewilson.com/2009/05/26/belcher-button-redux/>

To YOUR Success!

Garrie Wilson

<http://www.garriewilson.com>