

The Belcher Button was created by Perry Belcher.  
All questions, rights and gratitude should flow there. Perry rocks!  
You can learn more about the button here: <http://www.belcherbutton.com>

Per Perry, "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."

The conversion to Photoshop PSD was made by Jesus from <http://www.bluesquares.us>

If you want the button and surrounding table with thick, red dashes, here is the code:

```
<table id="AutoNumber1" style="border: 6px dashed #cc0000; border-collapse: collapse;" border="1" cellpadding="20" width="600" bordercolor="#111111">
<tbody>
<tr>
<td width="100%" align="middle">
<p align="center"></p>
</td>
</tr>
</tbody>
</table>
```

Change the **red text to the path of the uploaded button**. In the example above, I'm assuming you've named it "button.jpg" and placed it in your "[root]/images" folder.

Wishing you great success!

-Jesus



**Be sure to check out my Wordpress PPC Theme.**  
**It's a header-less, single column theme that's boosting click-throughs and conversions on PPC, Review and Salesletters.**

Check it out here: <http://www.wordpressppc.com>