

## **Take Action Guide: Converting Visitors Into Buyers**

- No point driving traffic to your site if your conversion page once they get there is rubbish!

### **Step into your clients' shoes**

- Your visitors are sceptical – you need to create a positive subconscious experience
- Buying decisions are based on emotional NOT rational factors
- First time visitors are not the same as loyal customers – you need to treat them differently
- Marketing begins long before someone lands on your sales page – they need to know, trust and like you – this can take a while
- People buy solutions from you so that they can achieve their dreams and goals. They buy beauty, pride, clarity, relief or more time with their kids or to travel, NOT 'six hours of coaching' or 'an online coaching response once a month'
- You need to find out exactly what your target market really want – their heart's desire, articulate this and then deliver it
- What is your 'Big Idea'?
- What is your 'Big Promise'?
- You're going to give them x,y and z so that they can do what? So that they can do what? So that they can do what? Keep asking the question until you get as far as you can go.
- Your website and copy needs to be about THEM not about you. Are you 'weeing' all over your website?

### **Key elements of copywriting:**

- Make sure you're talking in your clients' language
- Make sure your grammar and spelling are correct
- Talk to them about something they really want, not what you want them to buy
- Personalise your communication
- Write enough to get your message across – this is the answer to the question – how long should my sales letter be?

- Highlight benefits NOT features
- Tell stories to bring your copy alive

### **Writing a Sales Page**

- Work out your visitors most pressing and urgent problem
- Create an attention-grabbing headline – what is your ‘big promise’ and most compelling benefit? NB avoid ‘over-hyping’. Use colour
- State the problem – in their language– what was the ‘trigger’ that made them click onto your page in the first place – and then articulate it in their words. Your prospects should be reading it thinking ‘yes, that’s me!’ Make them feel the pain, and inject a sense of urgency, a reason why they need to act now
- Offer your solution
- Use bullets to highlight each feature with it’s associated benefit, odd number if possible eg you’ll have an emergency hotline so that you can....
- Deal with objections: List these out first on a piece of paper and work out how to address each one
  - By saying ‘I’m sure you’ve got questions, so here are some of the most commonly asked.....’
  - By providing testimonials dealing with each of those objections – show them how someone great thinks your service is good, someone just like them, and how someone stupider than them got great results (!)
- Add bonuses to sweeten the deal
- Present your price. Compare with alternatives and explain why your price is such good value
- Risk reversal – offer a guarantee
- Call to action. Tell them what you want them to do. A big orange ‘buy now’ button the best way to encourage your readers to buy. Scatter these through your page.
- Inject scarcity. There must be a reason to buy now.
- Always add a PS with another great reason to buy now and the link for them to do this

### **Writing a Squeeze Page**

- Also known as an opt-in page – there is only one thing to do here: leave your email address in return for some information

- Many of the elements above eg attention-grabbing headlines, and bullets but much shorter
- Key strategy to build your mailing list
- Opt-in box needs to be in a prominent position – top right of your page
- Encourage your visitors to use the information they've just received via your opt-in page using autoresponders. Follow up, follow up, follow up!!
- Set expectations about how often you will contact them
- USE your thank you page to sell your clients your product – this is when they are at their most interested in what you have to offer eg if you're offering a free telseminar – give them the option to purchase the recording/ or offer a free month of your JigsawBox program as a one-time-only offer.
- Two great resources:
  - [Squeezetheme.com](http://Squeezetheme.com) – a wordpress plugin that lets you create great looking squeeze and sales pages. They also have a great free e-book called [Squeeze Pages 101](#) with loads of great additional advice
  - [Instant Sales Letters](#): Yanik Silver's must-have, fill-in-the-blanks package of sales emails and sales page templates. Only \$39.97 – a no-brainer!

### **Measuring your success**

- Use google analytics to measure the conversion rates of your squeeze pages and sales pages
- Split test your pages by changing just one element – you can do this with 1shoppingcart.com for example.