

Triple Your Conversions, Instantly!

*28 Ways to Skyrocket Signups and Sales
Conversions Almost Overnight*

NicheEmpires.com



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What people say you cannot do, you try and find that you can do.
-Henry David Thoreau

PART ONE

The Worldwide Web changes everything except the rules of business

As an Internet marketer, you've identified a need and created a product or service to satisfy that need. You've learned all about Search Engine Optimization as a strategy for driving traffic to your website. And although more visitors are coming to your site, the increased traffic isn't generating as much revenue as you projected. Like thousands of Internet marketers, you've gotten your website up and running, but you know you've barely tapped the potential of the Worldwide Web.

You're asking questions that thousands of other Internet marketers ask every day: How can I convert a larger proportion of visitors into buyers? And how can I convert buyers into clients for life? What makes a sales page convert visitors into buyers? Is it the sales copy, the design and layout of a page, or the perceived value of a product or service? The answer to all of these questions is contained in one simple observation: The Worldwide Web changes everything except the rules of business.

- **Rule No. 1:** Relationships and rapport generate revenue.
- **Rule No. 2:** It's not what you say, but how you say it.
- **Rule No. 3:** You can't change people, but you can create the motivation that makes them want to change.

Part One of this eBook will help you answer the question: Why aren't you selling more? All Internet marketers know about the features, advantages, and benefits of the products or services they sell. But the greatest challenge for all sales people is learning how to manage the human element of the business. Relationships are at the core of the sales process—indeed, they are at the center of everything we do in life. They define who we are and what we live for.

Part Two focuses on how to skyrocket your signups and sales conversions with better sales letters. You'll discover 18 steps to sales letters that triple your conversions. You'll learn how to write more effective sales copy—copy that instantly separates you from the competition and converts visitors into buyers.

Part Three concentrates on how to achieve the full potential of the Worldwide Web for generating sales revenue. In this part of the book you'll discover 10 web strategies and tools to boost your sales. In all, 28 ways to skyrocket signups and sales conversions almost overnight.

The secret is knowing how to increase your website's conversion rate



I hope you will use this eBook as a practical guide. It can equip you with powerful communication skills to transform your Internet marketing business. Each of the points covered here can make a difference in your business almost overnight.

When you put them all together and integrate them in an across-the-board marketing and sales strategy, they can take your Internet business to the top of the charts.

But this eBook can only work if you work with it. If you read through this book in one sitting without doing anything, nothing will change. Make something happen every day to start incorporating each individual action step into your business system. When you do that, you'll start to achieve the full potential of your online business.

You'll learn how to dramatically improve your conversion rate without increasing your advertising budget. You don't have to triple traffic to your website to triple your sales—the secret is knowing how to increase your website's conversion rate. When you lose a prospect, you lose much more than the value of the sale that wasn't closed. You lose the word of mouth that can only be created by a satisfied customer.

The most effective way to increase your conversion rate is to write better sales copy. Why should visitors want to buy what you're selling? The copy on your website must explain in clear and simple language why visitors need your product or service.

Successful selling is all about speaking the language of the customer. It's about focusing on benefits and relationships. This eBook will help you create more powerful sales copy by showing you:

- How to harness the power of persuasion.
- How to build customer rapport.
- How to structure your message in language that persuades customers to buy.
- How to make sure your message is accepted, remembered, and acted upon.
- How to manage the human aspects of the sales process that normally take a lifetime to master.

On the Internet, you never get a second chance to make a good first impression

The most important factor in the success of your online business is your conversion ratio. Your ability to convert visitors into buyers will make or break your Internet business.



Research shows that the overwhelming majority of online marketers are failing to take advantage of the enormous potential of the Worldwide Web:

- 85% of first-time visitors leave a website due to poor design.
- 50% of visitors leave a new site because they can't find what they're looking for.
- 40% of repeat visitors leave a site due to a negative experience.
- 70% of potential customers leave a site without completing a sale.

When prospects leave your website because of a frustrating experience, don't expect them to return. On the Internet, you never get a second chance to make a good first impression.

Why do people buy?



The first key to increasing your conversions lies in understanding why people buy. Research shows that people make a decision to buy before they go shopping. The reasons people give for making a purchase are usually rationalizations. Our underlying reason for buying something almost always has a deeper psychological root.

We usually buy things to satisfy one of four basic drives: (1) we want to avoid pain; (2) we seek physical well-being; (3) we seek self-gratification; or (4) we want to elevate our status.

Researchers know that people buy for rational and emotional reasons. Customers want to trust you. You can use specific tactics to guide prospects' thoughts through the sales process.

Buyers care most about benefits. Audio podcasts, video casts, and testimonials are ideal tools for selling customers on the benefits of your product or service. When you integrate these tools into the sales process, a higher proportion of prospects will make a decision to buy even before you ask them to.

Focus on the benefits



The Internet reduces your window of opportunity to only a few seconds. An effective sales letter focuses on benefits. Ineffective sales letters spend too much time talking about the features and advantages of a product or service.

A sales letter on your website must grab the visitor's attention from the first line. If visitors are distracted or frustrated in the first 5 to 10 seconds after arriving at your sales page, the vast majority will abandon your site with no intention of returning.

That's why your sales letter must focus on benefit selling. Start your letter by talking about the benefits customers will get by buying your product or service. Control the urge to demonstrate your expert knowledge of the product's features and advantages in every line of your sales copy. Your sales letter is not the place to do this. It's not about you—it's all about the customer. Your customers only want to know how your product is going to solve their problem.

Make sure your copy focuses on how your product is going to improve the lives of your customers. The only reason to go into detail about features and advantages in a sales letter is when it helps customers get a clearer picture of how your product is going to make their lives better.

The easiest way to shift your focus away from what you say and do—and onto what customers want—is by shifting the focus of the words you use. Instead of talking about *I* and *mine*, talk about *you* and *yours*. By consciously focusing on the words you use, you'll be able to write more powerful, customer-oriented sales copy that immediately engages visitors in the sales dialogue.

Converting prospects into buyers is the key to business success, whether you make your sales presentation in a conference room or over the Internet. When you make a sales presentation on the Web, your sales letter *is* your salesperson. Improving your sales letter

is the first step to increasing your Internet sales. A sales letter that turns visitors into buyers must do the following:

- Captivate the visitor's attention with a dynamic headline.
- Guide visitors through the sales process by showing them how your solution is connected to their problem.
- Raise their desire to a peak by showing them how your product will improve their lives.
- Make it easy for visitors to take action and satisfy their desire by buying your product or service.

Why aren't you selling more?



We all want to excel at sales. We all sell something, and if we don't sell a product or service, we sell our ability to solve a problem. Most people don't excel at sales, not because they lack a natural gift, but because they lack the know-how and skills.

There are basic rules for writing successful sales letters. If your sales copy isn't converting visitors into buyers, it's time to work on the fundamentals.

Here's a checklist of problems to watch out for in your sales letters:

- ✓ **Your sales letter lacks focus:** Instead of sales copy, you've written Swiss cheese. It never gets to the point. Nobody reads it. I don't know who is telling Internet marketers that this is the way to write effective sales copy. Go shopping on the Internet. Look at it from the customer's point of view. Does this kind of sales copy turn you on or off? I thought so.
- ✓ **You don't have a sales page:** Your strategy as an Internet marketer is to drive traffic to your sales page—this is the whole purpose of your online presence. Without a sales page, you have nothing to link to and no home for your product.
- ✓ **You forgot to write about the emotional benefits:** This is the real reason people buy things. Connect to your customer—put yourself in the customer's shoes. The best product or service in the world will fail to engage readers if they don't immediately see how it can solve a problem in their life.
- ✓ **Your copy is too long:** Cut, cut, and keep cutting until your copy is trimmed down to a few points that tell customers how their life will be better, easier, or more satisfying after buying your product or service.

- ✓ **Your sales letter is full of noise:** Your sales page is not the place to put links to other sites—or to your own website. Zero distractions. Stay on target by focusing on value for customers. Talk less about features and more about results. A sales letter that makes readers scroll down the page before getting to the point causes the majority of visitors to abandon the site without buying.

The power of persuasion

If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words.

—Cicero

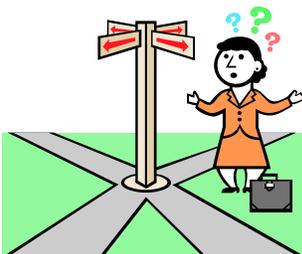
Writing is not something you do in addition to selling. Writing *is* selling. Every letter that goes out over your name is a potential sales letter. Successful sales people are like hypnotists. They use the power of suggestion to persuade customers to buy.



I don't believe that hypnotism exists, but I know that a sales message is more convincing when it speaks to our emotions—to our hopes and desires for a better life. Here are 5 ways to put the power of persuasion to work in all your sales copy:

- Deliver your message with conviction.
- When you explain the benefits of your product or service, use different languages to reach different types of customers.
- Establish and maintain rapport. Always be positive.
- Guide your customers' thought processes. Anticipate objections.
- Use compelling stories to get your message across and convince customers.

The importance of strategic storytelling



Customers have to be convinced mentally and emotionally to take action. If their senses aren't engaged, all the logic and reasoning in the world won't persuade them to buy.

How to disarm customers' conscious defenses? Storytelling is the key. Stories help to overcome fear, and words have the power to transform customer passivity into action.

A single story can communicate a personal meaning to everyone who hears it. When this rapport exists, a salesperson can guide customers through the process of finding the correct solution. Successful sales people know that stories have the power to create changes in attitudes and actions.

A speaker or writer that wins our trust understands the difference between how our conscious minds hear words and how our subconscious minds personalize those words. Great storytelling holds the customer's attention. Storytelling is a fundamental tool for the Worldwide Web, because it communicates a personal message to every individual customer.

Offer testimony about your own experience with your product to build rapport. You have to provide product information and proof of the product's benefits in language customers can relate to. Salespeople are used to talking about features, but they often forget how important it is to be entertaining. To separate yourself from the competition, you have to grab the reader's attention and hold it until the end. Most sales letters throw too many distractions in the way of the message.

Stories are the best way to get complex ideas across in a way that people will remember. When you talk the language of your customers, your stories connect your message to the customer's personal experience in unforgettable ways. Listeners interpret a story in their own way, according to their own life experiences and psychological makeup. This is how your message becomes personalized.



As an Internet marketer, you must convince a complete stranger to think in a new way. You must change the customer before you can convince him to buy something from you. You don't reason with customers in an attempt to convince their logical mind to buy your product. That never works. And you don't use scare tactics, telling customers all the bad things that may happen if they don't buy.

How do you do it? You start by building trust and rapport with prospects—then you can lead them to receive your ideas. Storytelling is the most effective way to build rapport with customers. It doesn't threaten and doesn't offend. It engages.

PART TWO

18 steps to sales letters that triple your conversions



The only purpose of a sales letter is to motivate visitors to take action. Most sales letters on the Web today motivate visitors to abandon the site immediately—not the action the writer of the copy had in mind, but a predictable result when you study the behavior of Internet users.

You only have a few seconds to engage the reader's heart and mind in the Internet sales process. You can't waste words or screen views if you hope to establish the degree of trust and rapport that's necessary for closing an online sale.

Most sales letters fall flat on their faces. Here are 18 action steps to help you write sales letters that triple your conversions:

1. **Your sales letter needs a hook at the top of the page.** Don't make visitors scroll down the page to find out if you have a solution to their problem. Internet users have countless options for how to spend their time online. If you take too long to get to the point, visitors will take their money somewhere else.

Your headline will make or break you. Tell visitors immediately about the benefits of buying your product or service. Get right to the point. Make sure visitors don't have to scroll down the page to find out what the benefits are. Make sure they see it on the first page view.



2. **Focus on a single action you want the reader to take.** Resist the temptation to talk about Step Two—your sales page should only have a Step One. Write down the action you want visitors to take. If you can't describe that action in a couple of words—one brief sentence at the most—you need to sharpen your focus.
3. **Keep your paragraphs short.** Endless blocks of text aren't fun to read, and they're hard on the eyes. Your paragraphs should contain no more than three or four sentences. Make sure you have enough white space around each paragraph. This makes reading easier and more pleasant, enabling you to pull the reader along to the end. An occasional paragraph with only one sentence helps to draw the visitor's attention to your most important content.
4. **Vary the length and type of sentences in your sales letter.** Few sentences should contain more than twelve or thirteen words. Nothing causes visitors to abandon a site more quickly than sales copy that drones on and on as if it had been written by someone who just wanted to get the job over with. Long sentences should be followed by short sentences to keep readers on their toes. Try it. It works. See what I mean?
5. **Short words are better than long words.** Less than 20% of your words should be three syllables or more. Don't tell prospects how their lives will be improved by *utilizing* your product. Let prospects see themselves *using* your product. Never *finalize* something—*finish* it or *end* it.

Shorter words are almost always more powerful than their longer synonyms. They sound truer, too. When speakers want to hide behind their words, they use the longest and least familiar words in the dictionary.

Foggy language kills your conversions ratio. The problem is that even when you have nothing to hide, people will automatically think you're trying to cover

something up if you let fog creep into your copy. Be yourself. Customers want to trust you.

6. **Use verbs in the active voice.** Don't tell prospects how their lives *will be improved* by your product. Tell them how your product *improves* lives. Keep adjectives and adverbs to a minimum. Delete almost all words ending in “-ly.” Don't overdo the superlatives. Cut down on “-est” words.
7. **Use bullets.** Bullets are the best way to guide the reader's attention. Bullets also help you focus your writing. Bullets are the perfect format for writing sentence fragments, and fragments are often easier for the mind to digest. Bullets are the best way to emphasize key points or action steps. Indenting bullets also helps to break the monotony of endless blocks of texts. This refreshes readers and pulls them along to the end of the sales letter.
8. **Personalize your sales letter by writing in a warm, casual tone.** Imagine you're talking to a trusted friend. When you get stuck with a phrase, step away from it for a moment. Trying too hard to write a phrase can complicate it beyond hope. When you get stuck, ask yourself how you would say it to a friend. Write it that way. This technique will smooth out the rough edges in your writing.

Let visitors know who you really are. Express your ideas in warm, simple language. Imagine you're writing to a trusted friend. How would you tell a friend about the benefits of your product or service?

You don't hard-sell your friends. When you're convinced that something can make their lives better, you burn with a passion to let them in on the secret. You want them to enjoy the same benefits that you enjoy by using something. Write every sales letter as if you were writing to your best friend. Let customers know you care.

9. **Use smooth transitions from one paragraph to the next.** Good transitions keep readers curious and guide them to the end of the sales copy. When you finish your first draft, cut and paste until you get it right.

Your sales letter shouldn't be longer than a single letter-size page. Print it out and cut it into strips—one sentence on each strip. This will give you a better feel for how to develop your ideas. You'll immediately see how to improve your paragraph transitions, and you'll develop a keener eye for how to build individual sentences into paragraphs.



You'll notice that a sentence at the bottom would make more sense at the top. You may realize that a sentence at the top of your copy doesn't grab your

attention; it needs to be rewritten or deleted. I don't bother to do this with longer documents, but you can get a new angle on things by taking a few moments to try this technique with your sales letters.

10. **Don't overwhelm the reader with product information.** Talk about features and advantages only in connection with the benefits they create for customers. You need to establish your expertise, but too much factual data in a sales letter will cause most visitors to leave.

Be warm and friendly, but don't get carried away by a flood of emotion that will ring false in the minds of your readers. Being passionate about your product doesn't mean you punctuate every sentence with an exclamation point. Concentrate on telling visitors about the benefits and your product will sell itself.

11. **Double check your spelling and grammar.** Spelling and grammar mistakes create the impression that you're unprofessional, or even worse, unprepared to offer a reliable solution. The best writers know they have to get some distance from what they've written before they review and edit.

When you finish your first draft, put it away overnight. Looking at it the next day with fresh eyes will help you see where it needs to be beefed up and where it needs to be toned down. Read it aloud to make sure it moves smoothly.

12. **Create a sense of urgency.** Your sales letter must tell visitors what they stand to gain by acting now. If you don't give visitors a clear idea of why they need to buy now, you'll lose them.

The trick is to motivate readers to want to change something. You can't make them change—you'll drive them away as soon as you try to change them. The trick is to motivate them to want to change themselves.



13. **Don't overdo bold type and colors.** A little goes a long way—too much will create an unprofessional image that turns readers off. Don't put your name in bold letters. Use bold type to help readers focus on why they should buy whatever it is that you're selling.
14. **Tell a story that customers can relate to.** An anecdote or story is the best way to personalize a sales letter. Customer success stories play a crucial role in convincing visitors to buy. Tell a story about how your product or service made a difference in the life of a customer.
15. **Leave an impression.** Create a call to action that convinces potential customers to do something. Always seal the deal with links to a secure-payment page where customers can make their purchase. Don't oversell your product or service. Sell

16. **Don't thank the reader two or three times.** Once is enough. If you must say something, tell readers that you appreciate their time and attention. Don't apologize for anything. Don't say "thanks for the opportunity." Tell customers how your product or service can add value to their lives and skip the rest.

17. **Ask a friend to proofread your sales copy.** Your friend's feedback can be a key to writing more powerful sales letters. When visitors arrive at your sales page, they expect to meet a salesperson. Let them find a friend instead, and they will want to come back.



18. **Ask for feedback from as many people as possible.** Accepting criticism and learning from mistakes is the key to everything we do in life.

Think of how you read copy on the Internet. In most cases, you aren't interested in reading every word. You scan the copy as quickly and as effortlessly as you can. You usually make a decision in just a few seconds.

If you find the copy convincing, you take the next action. You sign up for a free service or buy something. If you can't find what you're looking for in just a few seconds, you leave the site. And if you're like most people, you won't go back.

Write a shorter sales letter

Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light.

-Joseph Pulitzer



Keep your sales copy lean and mean. Trim it down. Cut away the fat. Get rid of any fog that creeps into your writing.

Don't write the same boring, cheesy sales letters that thousands of mediocre Internet marketers churn out by the minute. Stay in touch with the desires and needs of others.

Keep these basic guidelines in mind whenever you write sales copy:

- ✓ State your purpose in the first sentence. Even better, put it in a boldface headline above the body of the sales letter.

- ✓ Write direct, clear, conversational sentences.
- ✓ Keep your paragraphs short. Long, unbroken paragraphs are the hardest kind of copy to read. Bullets and sub-headings keep the text flowing. Short paragraphs are easier to scan for information.
- ✓ Be merciless with your delete key. Eliminate everything that's not central to the main thrust of the letter.
- ✓ Turn down the volume. The soft sell works better on the Internet. Engage your reader's senses—customers can relate to that kind of writing.
- ✓ Keep the letter short. The shorter the letter, the greater the chance that someone will actually read it.
- ✓ When you get stuck, ask yourself how you would say it so your best friend would immediately grasp your point. With practice, this simple technique will solve every writing obstacle you run into.

PART THREE

10 Web strategies to skyrocket your sales conversions



Successful Internet marketers know that trust and rapport create revenue. Shoppers surf the Worldwide Web looking for someone to trust. Your website is an ideal tool for building trust and rapport with customers.

Part Three of this eBook will show you how to take full advantage of the Web to connect with prospects and establish long-term relationships with buyers. These 10 strategies and tools can be used with all products and services to maximize the sales potential of your Internet business.

Here's a quick overview of what you'll learn:

1. Four things your website must do
2. How to take advantage of affiliate programs
3. How to get the most out of email
4. When to offer free evaluations and bonuses
5. How to add audio and video to your website
6. Why you need to start blogging

7. How to use eCovers and graphics on your sales page
8. The benefits of upselling and downselling
9. How to get the most out of testimonials and endorsements
10. How to create customer evangelists

Remember: It's all about trust. Your website and sales letters must build trust with potential customers. A website that looks professional will inspire trust.

Your Web copy has to convince visitors not only to buy something from you, but to give you their credit card information as well. If your sales copy, design, or layout causes visitors to doubt your professionalism or expertise, they will take their business to another website.

Four things your website must do

I am the world's worst salesman; therefore, I must make it easy for people to buy.
-F.W. Woolworth

To sell customers on the benefits of your product or service, the first thing you need is a good informational website. To get the most out of your online presence, a website must do four things:

- Collect names and emails of visitors
- Build your brand
- Make it easy for visitors to buy
- Foster affiliate relationships



Make it easy for visitors to buy your product or service. Your site must be easy to navigate, or visitors will go to a competitor's site. "Buy now" or "Add to shopping cart" buttons are hard to find on many websites.

F.W. Woolworth, who can best be described as the Sam Walton of his day, said: "I am the world's worst salesman; therefore, I must make it easy for people to buy." Make sure your site is customer-friendly by asking friends to give it a test drive. It could be the most important feedback you ever get.

Your website is the best place to build your brand. Make sure your brand is visible: your company name, product and service names, product design and packaging, business logo, membership associations, or professional certification.



Make sure customers understand your guarantees policies. Maintaining trust and building long-term relationships is how you turn customers into clients for life. In every business, online and offline, it's easier to make a sale to a satisfied customer than to a new prospect.

How to take advantage of affiliate programs



Somewhere there's an established Internet marketer or company that has customers who would be ideal for your business. Plan how to approach them with a deal for a joint venture.

Some of the things you can offer are gross revenue splits, profit splits, co-authorship of informational products, co-ventures, and endorsement trades.

Popular programs like Aweber make it easy to use auto responders to create conversions. Aweber also lets you set up a shopping cart system to track orders originating from affiliates' websites.

It sometimes takes seven or more follow-up messages before customers decide to buy. Aweber is a good tool for following up on prospects through auto responders, newsletters, and eZines. You can sign up here.

How to get the most out of email



Email is the fastest and cheapest way to promote special offers. Auto responder-based free courses and newsletters are proven ways to convert prospects to buyers.

Email can also be used to promote two-step offers. Send an email to deliver tips or other free information to customers. Then follow up to close the sale.

When to offer free evaluations and bonuses

Free introductory material is the fastest way to position your brand and familiarize customers with your products and services. Special reports, white papers, free MP3 downloads, and a bonus gift with purchases are popular tools.

- **Make a free or introductory trial offer at the top of your sales page:** You want to get the visitor to do something as quickly as possible. Research shows that your response rate will triple by adding a free evaluation offer to your sales page.
- **Offer a free newsletter signup, or free special reports:** You must collect emails and follow up with helpful information that builds your brand. Just write about what you know.



Let customers know you're willing to go the extra mile to serve them. You wouldn't be in the business you're in if you weren't passionate about it. An eZine is a powerful tool for transmitting your passion and establishing yourself as an online expert.

How to add audio and video to your website



You don't need to be a professional broadcaster or IT expert to get started with your own radio or TV show on the Internet. All you need is a website, a telephone, and a web cam.

Podcasting is a powerful way to build your brand. Every audio and video spot helps to establish you as an expert in your area or industry.

Podcasting is also a great way to drive traffic to your site. You can send summaries of audio and video content to search engines to boost your site's ranking. Including keywords in your audio and video casts will help you stand out in search engines and make it easier for customers to find your site.

Audio and video content create tremendous word of mouth. Customers and potential customers come to your website in search of helpful information. When they find something on your site that adds value to their life, they will want to tell their friends about you in emails and through their own websites and blogs.

Podcasting lets you go into more detail about your product or service. A podcast isn't the place to close a deal—leave that for your sales letter. Your audio and video content should share free tips about how your customers can solve problems. As you build rapport and trust with customers, they'll be ready to take the next step.

Every podcast or video cast should focus on a single topic. Open with a dramatic story to grab your audience's attention. Then help people connect the story to their own lives.

Offer your audience some practical suggestions for applying their new knowledge to a real problem. When visitors find that you can be trusted to solve their problems, they'll start a stampede on your website.



You can sign up for a free 30-day trial evaluation at AudioAcrobat. This software lets you record audio podcasts over the telephone. Then you simply upload the audio file to your website. Satisfied customers can record their audio testimonials over the telephone, too. And you can post their recorded testimonials on your website immediately.

With a program like AudioAcrobat, it's easy to add any audio message to your website. Simply choose the file you want, paste it into your web page, and visitors can click on the message to play it. You can also paste audio messages in your outgoing email.

AudioAcrobat also makes it easy to publish video content on your website. You can film your own online TV broadcast or Internet training workshop with a web cam. A digital movie camera will let you create the highest quality of video.

Then upload your content to Audio Acrobat. Your content is quickly converted to a format that lets you stream it to customers from your website.



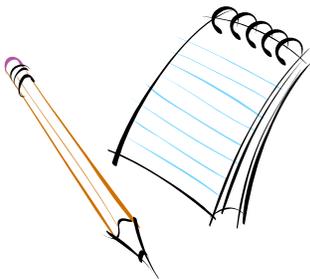
The Roman statesman Cicero said, "If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words."

The art of persuasion hasn't changed since Cicero's day. Write Cicero's words in big letters. Keep them in a place where you'll be sure to see them whenever you write a sales letter, or when you script audio or video content.

When you give people the hope of a better life, demand for your product or service will never disappear. That's why motivational and inspirational books are always at the top of the charts. It's impossible to plan a viral marketing campaign—no one can predict when a video is going to capture the attention of enough people to spread it on the Internet.

But when your audio or video content touches an emotional chord—when you tell a story that engages your audience's hearts and minds—customers can turn your message into a viral video that reaches millions of Internet users.

Why you need to start blogging



A blog helps to create a community of users. Blogging is one of the best ways to build long-term relationships with prospects and customers.

A blog makes it possible for Internet marketers to connect with their entire community of customers as if they were talking to each client in person. Visitors feel that they belong to the online community that grows around your blog.

Blogging needs to be the core of your customer relations strategy. Here are four reasons why all Internet marketers must blog:

- **Branding**—The Worldwide Web is a highly competitive marketplace. A blog puts a human face on your Internet business. By engaging visitors in online

- **Feedback**—A blog is an ideal tool for gathering feedback from prospects and customers. Blogging creates the opportunity for instant feedback. A blog thread can tell you more about your customers' desires and needs than all of your expensive and time-consuming marketing surveys.
- **Word of mouth**—Blogs create word of mouth by giving readers useful information and tips. When your blog helps visitors solve real problems, people will tell their friends about you. Every prospect who reads your blog can become a volunteer marketer for your Internet business.
- **Search engine optimization**—Content is the key to search engine ranking. And it's easy to update the comments in a blog. Search engines detect the activity and give your site a higher ranking.



Social media sites like MySpace and YouTube illustrate the popularity of online communities. These sites are enormously successful because they provide a space where people can connect and share experiences.

When customers feel connected to your online community, they return to your site and tell friends about it. Once you have a community of users who are excited about your product, you have the opportunity to create a niche market around them.

Invite your customers to submit their own video testimonials to publish on your blog or website. When other users comment on video feeds, a thread gets started.

You'll be amazed at how threads can engage the hearts and minds of visitors. Soon you may have a viral video that reaches millions of potential customers.

How to use eCovers and graphics on your sales page

Line after line of unbroken text is hard to read on a computer screen. Graphic images break up long blocks of text into sections that are easier to read. Well-chosen graphics engage readers' attention while giving their eyes a chance to rest.



Graphics must look great and say something at the same time. ECovers are the ideal tool for accomplishing the two goals of graphic design. An attractively designed eCover adds value to your product and keeps the reader focused on your sales page.

You can also display logos of well-known clients, professional associations, or other credentials that establish credibility and help to build a bond of trust with customers.

Keep these tips in mind when adding graphics to your sales page:

- **Keep graphics to a minimum:** Every page on your website must load in two seconds or less. A graphic image may look great, but if it doesn't make sense as part of the sales process, get rid of it.
- **ECovers should be visible in the first screen view:** Don't expect visitors to scroll down the page to find out what you're selling.
- **Give your sales page a test drive:** Test your site from different terminals—with different speeds of Internet connections—to make sure every page downloads smoothly.

If your web pages take more than two seconds to download when you test your site, your server won't be able to handle the amount of traffic you hope to drive to your sales page. Cut down on your graphics to keep your site lean and mean.

The benefits of upselling and downselling



Be sure to offer a mix of products and prices. It's no secret: Different types of people buy a different range of products and services.

Send special offers to existing customers to encourage them to buy a more expensive product.

How to get the most out of testimonials and endorsements

Compared to what the customer has to say, your words aren't as important as you think they are. Be sure to add audio and video testimonials to your website. It's crucial to put in place a feedback loop for gathering information.

Take the time to understand why you won a customer. Here are some tips to help you get the most out of testimonials and endorsements:

- Seek out endorsers who are willing to promote your product or service to their customers. Email allows this to be done smoothly and with no upfront costs.



- Collaborate with other experts in your field. Identify people in your industry or business whose customers are perfect prospects for your product or service. Co-write a special report or co-sponsor an Internet show with other experts.
- Ask vendors and customers for referrals. One of your vendors may have customers that are ideal prospects for your business.
- Use Tell-A-Friend viral tools. Approach your customers with a Tell-A-Friend campaign to drive their contacts to buy your product.

The Internet makes Tell-A-Friend campaigns fast and easy. A customer only needs to enter email addresses on a form page. It takes just a few seconds for a satisfied customer to tell friends about your product or service.

Think of “viral marketing” as word of mouth that spreads on the Worldwide Web, or as mainstream networking on the Internet. The goal is to get contacts to tell people about your site.



When visitors feel they’ve benefited from using your website or product, they’ll be happy to spread the word to friends and co-workers. By providing a “Tell-A-Friend” link on your website, visitors can contribute to your viral marketing by simply filling in the names and email addresses of contacts.

How to create customer evangelists

Businesses grow faster when they create a base of “customer evangelists.” When customers are excited about a product or service, they tell others about it in comments on their own websites and blogs.

When customers like your product so much that they want to tell the world about it, they start an informal “viral marketing” campaign. Customer evangelists can grow into a powerful volunteer marketing force for your company.

How do you create customer evangelists? The key is to build a community of satisfied users around your website. These tips will help you get started:



- Get feedback from your customers and act on it.
- Share your knowledge and expertise with customers.
- Create a forum where satisfied customers can interact and share their experiences.
- Focus on continually improving your product or service.

- Start blogging. Blogs help to build a community of users, and bloggers are often the best customer evangelists.
- Create press releases.

Continual feeds to media outlets in your field or industry with news of product launches and updates can drive thousands of unique visitors to your website in search of more information. When a press release carries a link to a sales page for a specific product, it can generate revenue—and potential customer evangelists—in a matter of minutes.

Number 29



There is no security on this earth, only opportunity.

-Douglas MacArthur

Although I haven't included it in my list of ways to skyrocket your signups and sales conversions, there is a Number 29—you. It's up to you to make it all happen. You are the only person who can decide to act on the tips in this eBook. When you do, you'll prove MacArthur was right—and you'll triple your signups and sales conversions almost overnight.

PART FOUR

What it takes to be great

You're never going to get what you want out of life without taking some risks.

-Lee Iacocca

Research shows that natural ability is irrelevant to great success. The secret of success in any field is *dedicated practice*. Not just any practice, but consciously directed practice that focuses on improving a skill.



Research studies have discovered that when amateur singers take a voice lesson, they approach it as an opportunity to relax and have fun. But professional singers approach a voice class as an opportunity to get better. They may feel afterwards that the lesson was exhilarating, but during the lesson their thoughts are focused on what they must do to improve their ability.

You have to build into your business system a way to measure your progress as an Internet marketer. Going to a driving range to hit a bucket of golf balls isn't the type of practice that will make you a better golfer. You may enjoy it as an opportunity to unwind

and have fun, but it won't make you better unless you find a way to measure your progress.

For a golfer, staying on the driving range until you can hit 80% of the balls within ten yards of the pin is *dedicated practice*—practice dedicated to improving a specific skill. This type of practice is what allows professionals to measure their progress and stay focused on continually improving their game.



It's not enough to be busy...the question is: What are we busy about?

-Henry David Thoreau

Sales skills can be practiced just like a golf swing. Making a presentation, establishing rapport with a customer, overcoming objections, and ending with a call to action that drives purchases—these are all skills you can practice in your sales letters, your blogging, and your Podcasting.

You already know how important it is to continually update your sales letters, website, and blog posts to boost your site's ranking in the search engines. Use every opportunity to update your web copy as an opportunity for dedicated practice.

Approach everything you do as an opportunity to improve

As a professional Internet marketer, you need to approach every sales letter with the attitude of a professional. Hard work isn't enough to become great; we all know people who never seem to get anywhere, no matter how hard they work. Work has to be focused on developing a measurable skill.

The key is in approaching everything you do as an opportunity to improve. Don't approach your sales letter as a task you have to get out of the way before you can tackle more important work. Approach every sales letter you write as an opportunity to become a better communicator.

What is the purpose of a sales letter? To persuade a customer to buy a product or service? Customers don't care how much you know until they know how much you care—your goal is to sell a solution to a problem, not just a product.

We all know that, but it's easy to lose sight of the real purpose of a sales letter as soon as you start trying to write one. Remember: It's not about demonstrating how much you know—it's about showing customers how much you care.



What is the purpose of your life?



You chose to be in the business you're in because it enables you to make a living, provide for your family, and make a contribution to the lives of others. You sell something that makes your customers' lives better in some way.

You're passionate about your business, and you should be. Now all you have to do is talk about your passion—in sales letters, blogs, podcasts, and video casts that establish trust and build long-term relationships with customers.

Serving others brings you fulfillment. It is what keeps you focused on improving your business system.

And as an Internet marketer, you break the mold—you're a marketer and a salesperson rolled into one.

Selling and marketing are different ball games. And although many people use the terms as if they were synonymous, selling is just one of the many components of marketing. But in your go-it-alone Internet business, you must succeed at both sales and marketing.

The most critical moment in the sales process is when customers ask tough questions. Customer success stories play a vital role in convincing prospects to buy. In a cold sales letter—as is the case with your online sales letters—you have to anticipate your customers' objections.

Remember: The best way to provide answers is through the technique of strategic storytelling.

The greatest storyteller in history was Jesus. The stories he told 2,000 years ago continue to transform people every day. His words have been translated into almost every language on earth. He told stories that transcend political, cultural, and ethnic boundaries.

In the New Testament, Jesus told his disciples why he used stories to teach the crowds of people who flocked to him:

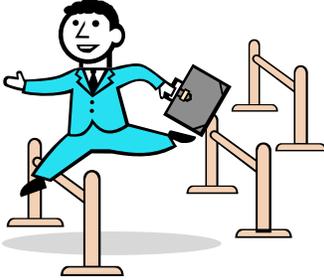
This is why I speak to them in parables: Though seeing, they do not see;
though hearing, they do not hear or understand.

Storytelling is the most powerful tool you have to help people see, hear, and understand. Regardless of your spiritual beliefs, I encourage you to study the stories that Jesus told people. Reading the stories that Jesus told will help you master the art of strategic storytelling. Jesus was the most successful “marketer” and “salesperson” in history—and he knew that people don't care how much you know until they know how much you care.

Change is a permanent state

Risk takers are people who shatter the illusion of knowledge. They are willing to try something that everyone thinks is outrageous or stupid.

-Daniel Boorstin



As an Internet marketer, you must build innovation and risk taking into your business system. You must push yourself to continually arrive at a better solution.

Andy Grove, CEO of Intel, wrote a bestseller titled *Only the Paranoid Survive*. And like Grove, Internet marketers have to continually push themselves to stay ahead of the competition.

When something doesn't work, don't let it discourage you. Companies that resist change are doomed to disappear. Intelligent risk taking is the key. You have to destroy the status quo, and you have to fight a daily battle against the tendency to lapse into complacency.

Successful Internet marketers make innovation a way of life. If you aren't experimenting continually, your business is at risk. If you don't discover a way to make your business more efficient, your competitors will beat you to it. Up to 50% of your time should be spent on learning how to deliver a better product or service. Your business system must be constantly improved to stay ahead of the competition.

Internet marketers must search for new ideas constantly. Abandon yesterday—you can't look to the past for guidance. In the past business people said, "If it ain't broke, don't fix it." That may have been true in the past, but it isn't true in today's business climate. Everything changes too fast.

Successful Internet marketers have faith in the future and in their ability to shape it, no matter how uncertain the future may seem. Your information and intuition tell you that you're going to succeed. Today Internet marketers must say, "If it ain't broke, break it."

The keys to greatness in selling

A key characteristic of successful people is their ability to focus on a single goal. If Internet marketing is your profession, you must treat it like professional athletes treat their training and preparation.

Be a lifelong learner. Approach everything you do in business as an opportunity to improve and innovate—if it ain't broke, break it.



When your business isn't moving ahead as fast as it should, you must try something new—something bolder. Force yourself to break out of your old way of thinking and doing things. Build continual innovation into your business and marketing systems.

Successful Internet marketers focus on a single goal. They know that the main cause of failure in Internet marketing is a lack of focus. As you watch your signups and sales conversions skyrocket, never lose sight of the keys to greatness for Internet marketers:



- To grow a successful long-term business, you must build innovation into your business system. Copycat marketing can help you catch up, but innovation enables you to take the lead.
- Concentrate on building a community of users around your website—a community based on connectedness, sharing, and trust.
- Master the art of benefit selling.
- It's easier to sell to a satisfied customer than to a stranger.
- Always create a call to action. Leave an impression that convinces customers mentally and emotionally to do something.
- Selling is a science and an art. Relationship management is the key to creating customers for life.
- Integrity is who you are when no one is looking.
- Continually update your web copy, podcasts, and video casts. Search engines re-index pages that have been changed. The more you update your sales material, the higher your page will be ranked by the search engines.



Concentrate on mastering the human aspects of the sales process. Studies show that most consumers visit a website four or five times before they buy. That's why it's so important to give visitors a reason to come back.