

Zeke Camusio

# 15 Ways to Increase Your Conversion Rate Overnight



## Introduction

Hi, my name is Zeke Camusio. I'm the founder of [The Outsourcing Company](#) and more than a dozen successful Internet businesses.

In this report I'll share with you 15 ways you can increase the conversion rate of your website. It's not unusual to multiply a website's conversion rate by three or four times. Imagine what that could mean to you: three to four times more sales without additional traffic! Sounds great, doesn't it?

Before we get started, there are two things I want to say:

1. I'm here for you. After reading this report you'll start having questions. Ask me! My email address is [zeke@TheOutsourcingCompany.com](mailto:zeke@TheOutsourcingCompany.com). I promise to answer your questions as quickly as I can.
2. Pass this report to your friends. There's priceless information here and your friends will benefit a lot from it. Feel free to email this report to as many people as you want or tell them to get their copy from <http://www.TheOutsourcingCompany.com/conversion-optimization.html>

### Tip #1: Understand the "Golden Rule of Marketing"

A few years ago a friend of mine and I were driving to my tennis club and I saw a huge hair recovery ad on a building. My friend is going bald, so I said, "Look, you should try that." He replied, "No, that doesn't work." I asked him if he had tried it and he said "No," but it "looked like BS."

That's when it clicked for me. I felt that I finally understood marketing. My friend was going bald; he would've given anything to get his hair back and money is not an issue for him. The only reason that was stopping him from taking the first step was skepticism.

"Interesting!" I thought. "If skepticism is the problem, then what is the solution?" I realized that there are two things your marketing message needs to accomplish in order for you to succeed:

**You Need to Provide PROOF that Your Product Works.** By proof I don't mean an anonymous testimonial from John A., NYC (which, of course, doesn't include a photo). By proof I mean dozens of "before and after" shots, several video testimonials with full names and city, bank

account statements showing how much money you made, proof of legal cases you won, etc. Don't just TELL people you're good. SHOW them.

**Your Customer Needs to Come Out on Top Even If Your Product Doesn't Work.** If you sell pink wigs and you offer a 100% money back guarantee, it's not enough. If people don't like your wigs, they'll have spent time ordering online and they'll have to spend time going to the post office to send it back. Who's going to pay her for that time? And what about the disappointment of getting something that doesn't meet her expectations? How are you going to compensate her for it? In this case, I'd offer a 120% money back guarantee AND YOU GET TO KEEP THE WIG. If your product is a high-ticket item, offer a 110% money back guarantee, let people keep part of the package (like a pillow if they bought a mattress) and you should pay for the return shipping. Your prospects should be able to answer yes to this question: "If I don't like this, will I end up better than I was before this transaction?"

For all those who are concerned about losing a lot of money by offering an outrageous guarantee, I have two things to say:

Some people WILL rip you off. But, if your refunds go up by 25% and your sales by 220%, doesn't this make sense? (These are actual numbers gathered by one of my favorite direct response marketers.)

If you think too many people will ask for a refund based on your product quality, then you should consider offering a better product or switch to a different industry. You're not getting anywhere with a mediocre product.

Think about this:

If your customer wins whether or not your product works...

...and...

You put that message in front of the right audience...

...then you have a winner marketing strategy.

## **Tip #2: Use Social Proof**

Social proof is showing your potential clients that other people think that what you want them to do is smart. When you say something, what you say is obviously biased. But, if someone else is saying it, it's much more credible.

Although this is extremely powerful, very few business owners actually use social proof. My goal here is to show you the different kinds of social proof and how you can use them to skyrocket your sales.

### **Testimonials**

This one is a classic. However, most testimonials out there are really bad. This is my formula for getting killer testimonials every time:

Find the most common objections your potential clients have. If you have salespeople, have them write down all the reasons why people don't buy ("too expensive", "what if it doesn't work?", "a friend of mine tried that and his ear came off", whatever)

Send your happiest clients guiding questions (not "what do you think about us?" but "how did our customer service handle your complaint? Were they fast? Did they solve your problem? How?")

The idea is to tie testimonials to the main objections. If one of the main objections of your prospects is your high price, include a few testimonials from clients that address the issue of why you're more expensive than your competition. Remember the "loaded" questions: "what did you think of our price before making the purchase? How do you feel about hiring us? Were we worth the extra \$50?"

A few extra tips on getting killer testimonials:

Don't ever make them up. Your customers are smarter than you think, you can get in trouble and you won't feel very proud about yourself.

Consider "third-party testimonials". This is when someone other than the product user gives the testimonial. This works very well in B2C markets. An example: "Since my husband started using StopSnoring Pro I sleep a lot better and he wakes up full of energy."

Try to get VIDEO testimonials if you can. They're extremely powerful! The second best kind of testimonials is the audio/photo testimonial. Regular "text" testimonials are OK, just make sure they're not signed by "C.M., New York"; include real names and cities/company names/websites.

### **Celebrity Endorsements**

If you're a small business owner, chances are you can't afford to pay a celebrity to endorse your product. So, here's a way you can do it for free: just mention what celebrities do and say. Some examples:

“Oprah and Larry King talk about the law of attraction and believe in it” (your reader thinks: “I admire Larry and Oprah; if they believe in this, this might be a good thing”).

“This tuxedo is the same style Pierce Brosnan wore to the Oscar Awards last year”

You get the idea, right? The good news is that the celebrities don’t need to be talking about YOUR specific product. If Oprah says she eats 4 eggs each morning and you sell eggs, profit from that, even if Oprah doesn’t buy the eggs from you.

### **Expert Reviews**

Again, you don’t need an expert to review YOUR product. If you sell a weight loss supplement that contains Vitamin X and the Mayo Clinic and WebMD.com said that Vitamin X has been successfully used for years to lose weight, use that in your copy!

Find the authorities in your industry and borrow their credibility by quoting them.

### **As Seen On...**

Once again, if CBS features a news on a special kind of massage technique that you happen to offer, add an “As Seen On” badge to your site. (Note: talk to your lawyer before doing this; make sure you’re not breaking any law. Most of the time, if you give credit when credit is due, it’ll be fine.)

### **Case Studies**

Case studies are very powerful because you’re not just showing what other people are saying; you’re showing actual results. Show before and after photos, charts, screenshots or present your evidence in the best way possible.

If you say something, it might be true. If someone else says it, it’s likely to be true. If you SHOW EVIDENCE, it IS true.

### **Our Clients**

Consider having a list of your clients on your site. By showing people that others trust you with their business, you’re removing a lot of the risk, which is your ultimate goal.

### **Awards and Seals**

These don’t really fall in the category of social proof, but can be very effective. If you’re certified in something, a member of the Better Business Bureau or even PayPal verified, put the seals on your site. Most of your competitors are too lazy to do this, so profit from their laziness.

### **Tip #3: Avoid the Most Common Web Design Mistakes**

These are the top 10 deadliest website mistakes:

#### **No Clear Call to Action**

Most website just have information. What about the call to action? If you don't tell people what to do, they won't do anything.

#### **No Effective Sales Funnel**

There is one thing the most effective websites in the world have in common: they capture the contact information of their visitors and they use email to follow up with them. This works because you ask for a small commitment upfront (name and email or just email) and then you work on building a relationship and trust with your list.

#### **No Social Proof**

All the companies in the world say they're the best; people want to see EVIDENCE of it. Show them case studies, testimonials, "as seen on" boxes, list of companies you work with, income proof, celebrity endorsements, expert endorsements, etc.

#### **No Headline**

A headline has to grab your readers attention. You need to know your market well enough to be able to push the right hot buttons in the headline so they read the rest of your copy.

#### **Too Much Stuff**

My favorite web design quote is "a website is ready not when there's nothing else to add, but when there's nothing else to take away". Enough said.

#### **Copy Doesn't Follow a Logical Sequence**

First you need to grab people's attention. Then you need to let them know how you can help them and finally you need to invite them to take action. Use clear and simple copy. Don't just mumble around, go straight to the point. Remember it's not about you and your company; it's about what's in it for THEM.

#### **No Testing**

99% of the business owners think they know what their websites should look like in order to increase the response from their visitors. 100% of them are leaving sales and leads on the table by assuming too much and not testing enough. [Google Website Optimizer](#) allows you to test headlines, calls to action, graphics, copy, offers, prices, layout and whatever else you can think of. Don't guess; test.

#### **Information Is Hard to Find And Website is Difficult to Use**

Your website should be intuitive. Go visit your gramma and ask her to go to your site and order

your product. If she can do it without browsing around for minutes, you have a winning site. Figure out what you want people to do and what information they need in order to complete that action. Make sure they can find that information easily and complete the desired action painlessly.

### **No Risk-Reversal Tactics**

Social proof and professional copy is great to persuade people to take action. But it's not enough. You have to show people that even if your product doesn't perform as they expect, they'll come out on top. Some ideas:

- 100% refund and they keep part of the product or a bonus
- 110% refund and you take care of the return shipping
- You ship your product first and you only charge them if they don't return it within 30 days

### **Copy Is Hard to Read**

Here you have some tips to make your copy easy to read:

- Use simple words instead of complex ones (write as you speak)
- Use short sentences
- Use short paragraphs
- Use bold subheads to break down big chunks of text into shorter sections
- Use bullets
- Use images
- Take a quick glance at this blog post to see what easy-to-read text looks like

### **Tip #4: Choose Your Niche**

Last year I was skiing in Aspen with some friends who live there and have been on skis since they were 2 years old. One of them said "let's go do some double-backflips". I thought he was kidding... He was not.

So we all went and I saw them performing these amazing double-backflips. They were all waiting for me. It was my turn and I was completely terrified. My heart was beating so hard it

almost broke my ribs. But my friends started calling me “chicken” (yes, they knew how to push my buttons) so I decided to go for it. I love challenges and this was a big one.

As you can imagine, I didn’t land it and I hit my back so hard I could barely breathe. Luckily, I didn’t break anything, but a month later my back was still in pain.

I started looking for doctors and found one ad in the newspaper that caught my eye:

*Ski-Related Back Injury?*

*I’ll make your pain go away in 3 weeks or you pay nothing.*

“Wow!” I thought. This person read my mind. The guarantee was great, but the fact that she was treating back pain caused by ski wrecks was even more impressive. IT WAS LIKE SHE WROTE THE AD FOR ME!

There were other ads in the newspaper from doctors that promised to make pain disappear, but nobody talked about back injuries, let alone ski-related back injuries. Who do you think I called?

## **6 Reasons Why You Want to Position Yourself as a Specialist:**

### **Higher Perceived Value**

When you’re the guy “who does the taxes for small business owners in the health industry”, your services have a much higher perceived value than those from “the tax guy who does the taxes”.

### **You Can Charge More**

I was more than happy to pay a premium for my back pain specialist. I paid about 30% more than the average doctor visit and it seemed like a bargain!

### **There’s Less Competition (or No Competition at All)**

Do you know of another doctor specialized in back pain caused by ski injuries? If I ever hurt my back again, there’s no other doctor I’d consider going.

### **It’s Easier to Find Your Target Market**

My doctor was born in Chicago, but there’s no much skiing there. She found a market that is all about skiing (Aspen) and gave them a solution to a problem they had. Smart, huh? When you find a niche market, finding your audience is a piece of cake.

### **It’s Easier to Push Your Customers’ Hot Buttons**

When you find a niche market, you can tailor your marketing message to say exactly what your market wants to hear.

### **It's Cheaper to Do Marketing**

My doctor does just two things for marketing: the newspaper ad and a sign on the Aspen's hospital billboard. That's it. When people get hurt, they go to the hospital. While they wait, they're exposed to the billboard. They're bored and they read the sign. Genius!

### **A Great Idea**

If you're thinking "this is a great idea, but I don't want to risk leaving out 90% of the market", I have a solution for you. Split your business and target different niches separately. This is something we did for one of the companies I'm involved in:

The company offers golf tours for seniors, field hockey tours for women and rugby tours for men (all in New Zealand)

They had everything under one website

When I started helping them with their marketing, we created three websites (one for each niche)

The three markets are very different and they all need different marketing approaches, so we wrote new copy for each of the three niches

Would you rather go on a golf tour to New Zealand with a company that specializes in golf tours to New Zealand or with a company that does all different kinds of tours and happens to do golf tours too?

Since we started going after each of the three niches separately, the inquiries increased by about 250%.

### **Tip #5: Become a Great Copywriter**

#### **Know the Person You're Writing To**

Who is she? How old is she? Is she married? How many kids does she have? What kind of personality does she have? Is she happy? What is her average day like? What does she have for breakfast?...

You can't write an effective sales letter unless you know who you're writing it to.

#### **Talk to Your Salespeople**

Talk to the salespeople and customer service staff at your company. What do people complain about? What are the most common objections your salespeople get from prospects?

### **Go to the Forums**

Go to online forums and see what people are saying. What questions are they asking? What words are they using to describe their pain?

### **Risk-Reversal Tactics**

Make a guarantee so good that even if your product doesn't work your customer ends up winning. You could do a 110% money back guarantee + free return shipping, or maybe your customers get to keep part of your kit for having tried your product.

### **Test the Price**

You never know how much to charge until you test it. If you're charging too much or too little, you're leaving money on the table. Use prices ending in 7 (\$17, \$27, \$39.97). To test prices, start low and increase them from there. When the total revenues decrease, go back to the price that worked best.

### **Up-Sell and Cross-Sell**

Up-selling is upgrading an order (as in "get the Premium version for \$5 more") and cross-selling is offering related items (if you sold a digital camera, sell them a case and extra batteries).

### **Use Benefits, Not Features**

A feature is a characteristic of a product; a benefit is what that feature does for your customer. For example:

- This camera has a 10x digital zoom (feature), which will allow you to take close-up photos of small objects from a block away (benefit).

### **Get Specific**

Specific data is more believable than general data. Don't say "studies show that people taking this pill lose a lot of weight"; say "a study conducted in 2008 by ABC Labs Inc. shows that people lost an average of 7.32 lbs. in 8 days from taking this pill". Don't make stuff up though! Back up your data; show evidence.

### **Use Scarcity**

Tell people why they need to take action NOW!

### **Use Social Proof to Overcome Objections**

Find out what the most common objections are and find testimonials, case studies and expert reviews to overcome those objections. For example, if one of the most common objections people have is that if your product doesn't work they won't get a refund, put testimonials on your site from people who got fast refunds.

## **Use “Conversational Style” Copy**

Write as you talk. Persuade people with strong arguments, not silly “corporate copy”.

## **Write Positive Copy**

Keep a positive tone across your copy. For example, if you sell an acne treatment cream, talk about how beautiful your customer’s skin is going to look; don’t focus on how ugly it is now. Use positive photos too.

## **The Headline is Everything**

If you can’t engage people with your headline, you’re out. That’s why top copywriters write about 50-100 headlines before picking a winner. This is my formula for writing headlines:

I write a headline that includes the 3 main benefits of my product (e.g. “All the Cars in One Place, the Lowest Prices in Town and FREE Lifetime Guarantee”)

I write a “How to” headline (e.g. “How to Get Rid of Acne in 6 Weeks Using Stuff You Already Have in Your Own Kitchen”)

I write a qualifier headline (e.g. “If Your Car Insurance is from Geico, This Letter Is for You”)

I write a “news” headline (e.g. “82-Year-Old Dutch Woman Accidentally Discovers Acne Cure While Cooking Lunch for Her Grandson”)

I go to my swipe file and adapt some of the 100+ headlines I have there to my own products. Start putting together your own swipe file; every time you come across a great headline that gets you to read the rest of the copy, save it.

I write 50 headlines combining all the different tactics I wrote before

I choose 4 and split-test them

I find a winner

I write variations of that headline to try to beat it. It’s a fun game and some headlines can increase conversions by over 100%.

## **First Paragraph**

In the first paragraph you need to say who you are and why you’re writing. “Credentialize” yourself (i.e. tell them why they need to listen to you and believe what you’re saying).

## **Use Bullets**

They’re easy to read and a great way to highlight your main benefits. There are two different kinds of bullets:

**Open:** this is when you give away the “secret”. For example: Why using cucumber oil can actually make your acne worse.

**Blind:** this is when you tease your reader but don’t give away the secret. For example: The one thing you can get for free from your car mechanic, rub it on your nose, and never again get a pimple there.

You need a mix of open and blind bullets. Blind bullets tease your readers and make them want more; open bullets give away some of the information, which gets people to think “Wow! If this is what this guy’s giving away for free, imagine how great the paid stuff will be!”

### **Close the Deal**

Don’t forget to ask for the order. Have a call to action in your sales letter. If you don’t ask people to do something, they won’t do anything.

### **P.S.**

Use a P.S. at the end of your sales letter to summarize your offer and tell your readers why even if your product doesn’t work at all they’ll still come up on top.

### **Thank You Page**

Use your order confirmation page to reinforce the fact that they made a great decision, congratulate them on taking action and let them know how to reach you if they want to.

### **Get 2 People to Read Your Copy Out Loud**

This will help you identify the parts where your copy doesn’t flow so well.

### **Follow a Logical Path**

Make sure that your sales letter flows smoothly from beginning to end and that each link of the chain is connected with the links that come right after and right before it.

### **Don’t Go Out of Your Way to Get Your Reader to Like You**

Don’t try to be funny, charming or clever. Just say what you’re about to say, then say it and finally tell them what you told them. That’s it.

### **Avoid Adjectives**

Use strong verbs and power words instead. These are some of my favorite power words:

You, satisfied, respected, knowledgeable, humiliate, outraged, pissed off, crave, squeeze, steal, stumble, shock, cured, astonished, killer, miracle, suffocate, liar, bribe, lure, rocked, infested, bandit, abandon, slaughter, tickle, inflame, coax, tease, blast, ridicule, slay, boost, implode, anger, wealthy, ecstasy, heaven, delighted.

## **Use Captions**

Captions are those strings of text that go under images. They almost always get read, so make the most out of them.

## **Make Your Copy Easy to Read**

Most people won't read all your copy; they'll skim through it. These are some tips to make your copy "skimmable":

- Use short sentences
- Use short paragraphs
- Use bullet points
- Write at a 5th grade level
- Use simple words

## **Don't Preach the Choir**

Don't tell people about their problems; they know them better than you do. Just give them a solution. This is an example of copy that preaches the choir in the acne market:

"I know how you feel. Acne is awful. Waking up every day and having to walk around with an acne face is no fun."

What's the point of writing something like this? People that suffer acne already know it's awful and no fun. They just want you to help them get rid of it.

## **Tip #6: Understand How the Brain Works**

The best marketers I know are very good observers of human behavior. They always keep their eyes open to understand how people make decisions and how smart companies sell them their stuff. This is something that no business school in the world can teach you. This is what gives the best marketers in the world the edge that everyone else just dreams about. These are the 9 weird psychological tricks they know.

## **Consistency**

Robert Cialdini, in his book "Influence: The Psychology of Persuasion", talks about an experiment he did. They asked a group of people to put a huge sign in their yards that said "Drive slow; kids playing". The overwhelming majority of the people said no. A second group of people were asked to put a tiny sticker in their windows with the same text. Almost everyone agreed. Then they were asked to put the giant sign in their yards. A large percentage agreed.

The takeaway? People want to be consistent with previous actions. If they said yes to something in the past, they're more likely to say yes in the future.

What does this mean to you? You need to get your prospects to say yes to something. And the best way to do this is by asking for a tiny micro-commitment. For example, if you sell a \$2,000 coaching program, you can have a funnel that looks like this:

Download free report (only 3 pages; it can be read in 10 minutes)

Get my free videos (total 45 minutes)

Get my DVD (only \$19.97)

Free 10-minute phone consultation for people who bought the DVD (deliver a lot of value here. Provide "useful but incomplete" information. Keep them wanting more.)

Group training (\$499 and includes a 110% money back guarantee)

Private coaching (\$2,000 and includes a 200% money back guarantee)

### **Contrast**

The principle of contrast states that "People see things as good or bad depending on what's around them". For example, a regular house looks beautiful next to an ugly one but the same house looks ugly next to a gorgeous mansion.

What this means to you? You should have a bad offer on your website. Yes, seriously! We proved this to be true every time we tested it. It makes your main offer look so much better. One of our clients was selling 4 bottles of his product at \$89. We added an option to the site for 1 bottle at \$75. His sales (for the 4-bottle package) increased by about 60%. Decoy offers make "the real offer" look very, very good.

### **Social Validation**

People want to be liked and want others to think they make smart decisions.

What this means to you? Explain why buying your product is a SMART decision. People will need to justify their actions with others and they'll repeat whatever you say. Make a compelling argument so people feel good about buying your stuff. (And, make sure your stuff is extremely good!)

### **High Price = High Quality**

Have you noticed that when you go to the \$1,000 doctor you feel a lot better than when you go to the \$500 one? The \$300 pair of shoes is always better than the \$150. Really? No, not really; but it's all about perceptions, not facts.

What this means to you? You are hurting yourself by charging too little for your products. Raise your prices and increase the perceived value of your stuff.

### **Exclusivity**

People want what they can't have. What restaurant would you rather go to: the one that is fully booked for the next 3 months or the one that's empty? What school do you want your child to attend: the one with the 6-month waiting list or the one that is advertising everywhere trying to fill up their classes?

What this means to you? Make sure your prospects know you don't take anyone as a client. Tell them they need to apply and you'll be selecting the ones that are a good fit. This will make them want you even more!

If you sell products and can't pull this off, try this: say in your copy who **SHOULDN'T** buy your product. For example, if you sell handmade lamps, try saying "if you're looking for cheap lamps, you won't find them here. If you're the kind of person who appreciates the art of lamps made by hand by Asian artisans, you're in the right place."

### **Too Many Choices = No Action**

Doesn't it piss you off when you want to buy a digital camera, go to eBay and they have 3,497,765 cameras listed? You think "OMG! I'll be here all day!"

What this means to you: narrow down the choices you give your visitors and increase your sales instantly.

### **Scarcity**

People take action when the offer might not be available in the future.

What this means to you: giving people reasons to act isn't enough; you need to tell them why they need to act **NOW!** Some ideas:

This offer expires on Friday

I'll only be teaching this to 10 people

I'll take only one client this week

4 items available. When they're gone, they're gone forever.

### **Risk Reversal**

The lower the risk an action has, the higher the chances are for someone to take action.

What this means to you: have a guarantee! Go beyond the standard “money back guarantee”.  
Some ideas:

If you don’t lose 5 lbs. in 10 days with my personal training program, I won’t charge you a dime, I’ll train you for free for an extra month and I’ll even pay for your gym membership.

If your back keeps hurting after trying the BackGenius 2500, just give us a call and we’ll give you 200% of your money back, pay for the return shipping and we’ll even take care of the pick up.

Guarantee results, not just “satisfaction”. Get very specific.

Note: depending on your market, about 1% of the people will rip you off, but your sales will double. Do the math and see if this works out for you. Hint: it will ALWAYS work out in your favor. Remember: your market is going to be taken by the boldest marketers. This could be you or your competitors. Don’t let fear of losing stop you from winning. If you’re afraid of things going south, just test your guarantee on 200 sales and keep some reserve cash just in case. Then compare the extra sales with the refunds you had to give and see if it makes sense to keep doing it.

### **Sex Sells**

This is nothing new. Sex sells. That’s why models are hired to sell products.

What this means to you: you need attractive people to show your products. Don’t just call your cousin Joe (the one with the beer belly) because he’s willing to do it for free. Use stock photos if you have to or put an ad on Craigslist and you’ll get very attractive -although not famous- people to feature your products.

### **Tip #7: Use this Proven Formula**

The main advantage of helping people become successful is that we get to learn a lot about a lot of different industries. We learn new things all the time and it’s amazing how different some things are in different industries. For example, blue headlines can perform better than red headlines in one industry and the opposite can happen in another industry.

But some things always remain the same across different markets and one of them is what we call The Magic Website Formula. It works like this:

#### **Step 1: Grab Their Attention**

Use your headline and/or powerful graphics to grab people’s attention. Remember: when people land on your site, you only have 3 seconds to grab their attention or they’ll leave. No, it’s not a typo: you only have 3 seconds to convince them to stay. So it’s crucial that you

understand your market and how your prospects think, and then push their emotional hot buttons so they feel that you are talking to them and understand how they feel.

We call this part of the process “The Problem” because it’s where you show people that you understand their problem. Some examples:

“Are You Sick of Credit Card Payments Eating All Your Income?” (Problem: credit card payments are too high)

“Here’s How a 17-Year Old Kid Got \$86,750 in Scholarships –In Only 8 Weeks” (Problem: your prospect wants to go to a college he can’t afford)

### **Step 2: Offer a Solution**

After showing them that you understand their problem, offer a solution to it. Examples:

“Here’s a Step-by-Step System that Will Reduce Your Credit Card Debt by 35% -Without Refinancing, Consolidating Your Debt or Paying a Single Dime”

“Let Me Show You How I Got to Go to College for Free and How You Can Do the Same”

### **Step 3: Explain How You Can Solve their Problem**

This is where you tell people how your solution is the right one for their problem. Stack up as much evidence as you can. Use testimonials, product reviews and case studies. If you can show your prospects that your solution was the right one for others with their same problem, they’ll understand that you can offer them a solution too.

### **Step 4: Make an Offer**

Most websites out there just present information but fail at making an offer. Your website is not a place where people go to get information, it’s a marketing tool. And, if you don’t ask people to take action, guess what will happen? Nothing!

The most important thing to keep in mind when you make an offer is to make sure it’s risk-free. Don’t ask for too much. Let’s say you sell a cream to cure acne. If you pitch people about your product and ask them to buy it, most will say no. Go for micro-commitments instead. Make the first call to action to get your free videos or report with 7 tips to getting rid of acne forever. Ask for a name and an email address in exchange.

Once you have their contact information, bond with them. Send them surprise bonuses and content. Pitch your product very lightly at this point. You’re just trying to earn their trust so far. And when you make an offer, make sure it involves very little risk, something like “try my product for free” or “try it now. If it works and you decide to keep it, we’ll bill you in 30 days. If

for some crazy reason it doesn't work for you and you decide to return it, we'll give you 110% of your money back just for having tried it".

### **Tip #8: Learn to Overcome Objections**

There is one thing that every visitor of your website has in common: they have objections. They have a very good reason –real or fictitious, not to buy your product. And, it doesn't really matter if the reasons are real or not; as long as you don't handle their objections, they won't buy.

In order to get a product sold, you need to sell it to the right and left sides of the brain (people make emotional decisions and they justify them with logic). What this means to you is that you have to overcome the logical and emotional reasons that people have not to buy your stuff.

#### **What Are the Most Common Objections and What Do They Really Mean?**

- It's too expensive: here they're saying one of these things:
  - o I don't have enough money to pay for your stuff (this is a valid reason but it doesn't happen often. Can you offer monthly installments or BillMeLater on your site?)
  - o Your stuff costs more than I'm willing to pay for it (if this is the case, you need to understand that people aren't objecting about your price, they're objecting about your value. They feel like what they're getting is not the price you're selling it for. In this case you need to do a better job at showing the value of your product. Remember, if you can convince people that your product is worth 10 times more than its price, selling it will be really easy).
  - o Your stuff costs more than what your competition sells similar items for (you shouldn't allow people to compare your stuff with your competitors'. Make it unique so comparisons are not possible. Make sure that what makes your product unique is something of value; having a red box instead of a blue one won't do the trick.)
- I don't trust you: they might use different words, but this is what they really mean. What are you doing to show how credible you are? Use testimonials, media mentions of your company, trust logos (BBB, HackerSafe, 2008 Business of the year, etc.)

If you can show people that others like them trusted you, took the leap of faith and everything worked out great, your chances of getting the sale will be really good.

- What if it doesn't work? This is the main concern people have. And it's completely genuine. After all, how many times have you bought something to discover later that it was crap? What

you need to do in this case is to have a risk-reversal tactic (or several) so people come on top even if your product doesn't work.

100% money back guarantee is not enough, because if your product doesn't work, it'll take you about 10 days to refund their money and they will have to go to the post office to ship your product back to you. In this case, people will feel that if your product doesn't work, they'll have lost something.

Go beyond the standard 100% money back guarantee. Offer 200% or 100% and they get to keep your product (or part of it if it's a set of some kind). You can offer same-day pick up of your product and refund of their money, or get it now and pay it in 30 days only if you decide to keep it.

Give it a shot and you'll be amazed at the results you get.

### **How to Overcome Objections**

Acknowledge them. If you try to hide them, people will still have unresolved objections on their minds. Don't think that you might give people reasons not to buy by bringing up objections. They already have those objections, you're just coming clean and explaining why things are that way.

If you're product is more expensive than your competitors, explain why and make it a benefit, not a disadvantage. If you don't have testimonials, explain that your product is new and that you are offering at a discounted price so you can gather testimonials as fast as possible. Do you see how it works? Come up with a list of possible reasons why people won't buy your products and overcome them.

For the ultimate objection-overcoming experience, you can use testimonials from people that were in the same situation as your current prospects, took the leap and changed their lives forever. Something like this would work like a charm:

"At first I was very skeptical about this product. And the price looked really expensive too. But I was sick of having acne so I decided that it was worth giving it a shot. I'm so glad I did! My skin is a lot clearer now and I don't feel self-conscious about my appearance anymore."

### **Tip #9: Use Effective Calls to Action**

One of the most common mistakes I see when I review websites is weak calls to action. Actually, I spent the whole morning going through some of the calls to actions on our clients' websites and I re-wrote them. Here is what I did for them:

Before	After
Sign up for my newsletter	Get Killer Weight Loss Tips by Email
Add to Basket	Rush My Order!
Subscribe to my blog	Be the First One to Know!
Buy	Get Instant Access to the Members Area!
Submit	Send Me My Videos NOW!
Go	Start My FREE Trial
Make a Reservation	Claim My Seat NOW!
Call Us - xxx-xxx-xxxx	Call Us Now for a FREE Consultation
Send	Email Me My FREE Report Now!

### Takeaways:

- The word “Get” rocks!
- Get as specific as you can. Call to actions need to explain what people will get if they decide to take action. “Start My FREE Trial” is a great example of a specific call to action.
- Move away from standard and boring calls to action. Nobody wants to subscribe to anything. People hate subscribing (but they love being “the first one to know”).
- Some power words: free, get, instant, easy, fast, simple, now.
- The word “now” increases conversion rate by about 25% in average.
- The word “FREE”, when capitalized, converts 86% better than its small caps counterpart.
- Capitalizing the first letter of each word increases conversion rates by about 22% in average.
- Just so you see that I practice what I preach, here’s my call to action: Please Tweet this Post (Your Followers Will Thank You).

- This reminds me of one last thing: giving a reason WHY people should to do what you ask them to drastically increases conversion rates. Explain why they'll benefit from taking action.

### **Tip #10: Get in Your Customers' Shoes**

If you asked me what's the main reason most companies don't have as many customers as they want, I'd say that they don't understand their customers.

Makes sense, doesn't it? After all, how in the world can you sell something to someone you don't understand? You can't.

So, how do you get to know your customers? By creating an ideal customer profile.

The first thing you need to keep in mind is that not all your customers are the same, but you still need to create a persona that represents 70% of your customers. If you try to talk to a group of people on your website, you'll most likely fail. But if you talk to that persona whose profile you created, your visitors will feel that you're talking to them and they'll be a lot more responsive.

So, how can you create an ideal client profile?

The first step is to create a document describing their ideal day. Make it as detailed as possible. These are some questions that will help you know your ideal customer better:

- How old is she?
- Where does she live?
- Is she married? Divorced?
- How many kids does she have?
- How much does she make?
- What does she spend her money on?
- What is her average day like?
- What does she have for breakfast?
- Who does she have breakfast with?
- What are her friends like?
- What does her husband look like?
- What movies does she like?
- What kind of books does she read?
- What does she do before going to bed at night?
- Who does she admire? Why?

I could go on and on, but you get the idea. This exercise is so powerful that I wouldn't even consider starting a marketing campaign without doing this first.

After you're done with this exercise, I have another one for you. Do a profile explaining how this person makes buying decisions.

- Does she buy online?
- How does she do it? Does she use Google? Does she go to forums?
- Is she an emotional or a logical buyer?
- How will she use my product?
- Does she do research before buying stuff? How does she do it? Does she use the Internet? How?
- Who does the research? Who makes the final decision? Who has to approve that decision? Who influences in her decisions? Who does she justify her purchases with?
- How important is price to her?
- How important is quality to her?
- Does she like getting products shipped to her or does she prefer to pick them up?
- What would she use my product for? How often would she use it? Where would she use it? Who with?

By now you should have a very clear idea of who your ideal client is and it should be a lot easier to sell your products to her. Remember: identify what her hot buttons are (what motivates her to take action) and push them!

One last thing, when you write the copy for your site, write for Marie (don't forget to name your ideal customer), not for a group of people. Use sentences like "our product will help you lose weight and feel more energized than ever before" instead of "our product helps people lose weight".

### **Tip #11: Follow Web Usability Best Practices**

I review websites every day. The flaws that I find are almost always the same. So I decided that it would be a good idea to write an article on the most common usability flaws and how to avoid them.

#### **Lack of Funnel Planning**

It's a fact: people won't do anything unless you ask them to, which means that you need to use calls to action on your site. But you also need to plan the process your visitors will go through to complete the desired action.

Let's say that you sell t-shirts and your desired action is for your visitors to place an order. Let's assume that you sell red and blue t-shirts. You should use the home page to get people's attention and tell them why your t-shirts are so great. Then, at the end of the home page, invite them to visit your red t-shirts page or your blue t-shirts page. They will click on either one and then tell them about your red t-shirts and their benefits. At the end of that page, invite them to add the item to the shopping cart. In the shopping cart page invite them to start the checkout process.

Always take your visitors to the next step, don't just have the information on your site and hope that people will find it. Plan the process and have appropriate calls to action.

### **Less is More**

The first thing I do when I review a website is looking for elements that I can remove. The more I get rid of, the better the website looks. If you have a feature that 0.01% of your visitors use, get rid of it; it's confusing the other 99.99% of your visitors.

Start taking things away until you only have the essentials. Resist the temptation of having a lot of stuff in your pages.

### **Group Similar Sections Together**

Organize the information on your site in a way that you only have a few sections and several sub-sections. This is called vertical architecture and it's the opposite of horizontal architecture (which allows you to access pretty much every page on the site from the home page).

### **Make Text Easy to Read**

Use every-day words for your website. Impress your visitors with your content, not with fancy words. Use short sentences and short paragraphs. Get your point across with as few words as you can.

Use bullet-points, bold text and subheads to make the text easier to read.

Easy-to-read text is the difference between a successful website and a failure.

### **Say What You Offer Right Away**

Every day I see websites that fail at telling their visitors what they are about in less than 30 seconds. Why are these companies putting their visitors through this kind of torture? If you are McDonalds, you don't really need to explain that you sell burgers. But if your brand isn't that popular, use a tag line or a headline to let your visitors know what they can find on your website. This is a great way to express your competitive advantage. If you sell dresses and what makes your company unique is that they are imported from Italy, make your tag line "Luxury Italian Dresses".

## **Tip #12: Create Killer Landing Pages**

Understanding how to build an effective landing page is extremely important. Most people send their visitors to their home pages, but this is usually not a good idea. Why?

Not all your visitors are the same. If you sell a \$29 book and a \$5,000 coaching program, both audiences are very different from each other and need different marketing approaches.

Creating a marketing message around a specific call to action will get you a much better response. Landing pages are ideal for this.

### **So, What Do Landing Pages Look Like, Anyway?**

These are some of the most important things you need to keep in mind when you're working on your landing pages:

**Make Them Short.** Write a powerful headline that attracts attention, use a bulleted list for your benefits and have a clear call to action. That's it.

**Keep the Important Stuff Above the Fold.** "Above the fold" means "what you can see without having to scroll down". Get rid of that huge logo you have. It's not about your company; it's about your visitors. The three most important elements of your home page (headline, benefits and call to action) should be above the fold.

**Make Sure Your Copy "Flows" Well.** Your copy needs to follow a logical path. Show them the problem first, a solution to the problem second and finally show them what they need to do to take action.

**Have ONE Very Prominent Call to Action.** If you ask people to do 10 different things, you'll lose them. Ask for ONE thing and make sure your call to action is the focal point of your landing page. Are you tired of seeing those big, red animated arrows showing you where you need to click? Guess why they're everywhere. Because they work!

**Include Testimonials.** Talk to your salespeople and discover what are the most common objections people have about your product. Then, get testimonials that overcome those objections. For example, if a lot of people complain about your high prices, get a testimonial from someone who thought your prices were really high but decided to give it a shot anyway and now he's really happy that he did, because your product is much better than the cheaper options.

**Make Your Message Consistent.** If your Google AdWords ads say “Get a FREE Trial” and your landing page is all about buying the paid version, you’ll turn people off. Make sure you have a consistent message across your marketing path.

**Get Rid of Distractions.** You don’t need a navigation menu or links to other pages on your site. Define your funnel and stick to it. If you absolutely need to display more information about something, make the links open in new windows.

**Don’t Ask Too Much from Them.** Ask for only an email address if possible. Maybe a name. But stay away from those long forms and definitely don’t ask for any sensitive information (credit cards, social security number, etc.) If you need to get this kind of information, ask for an email and name on the landing page and then ask for the rest of the information in the next step. That way, if people don’t complete the process, at least you have their contact information and can get in touch with them later.

**Credibility and Risk Reversal.** You need to show people why they should trust you (note that I said “show”, not “tell”). In addition to testimonials you can use case studies, expert endorsements, before and after shots and any other kind of evidence that can back up your claims. You also need to show people how they’ll come out on top even if your product doesn’t work for them (think “guarantee”).

**Privacy Issues.** A simple line saying “We hate SPAM as much as you do. We won’t send you junk mail and we won’t give your email address to anybody” should be enough.

**Test, Test, Test.** There’s no way to know for sure what headlines, marketing approaches and calls to action will work best unless you test them. Use [Google Website Optimizer](#) to test the most important elements of your landing page.

### **Tip #13: Use these Proven Headlines**

From my own swipe file:

#### **Underdog**

They Laughed When I Told Them I Was Going to Be a Professional Weightlifter. Nobody Is Laughing Now.

#### **Who Else?**

Who Else Wants to Quit their Jobs, Spend More Time with Their Families and Make \$87,000 per Year Working 2 Hours a Day from Home?

### **Are You Ready?**

Are You Ready to Discover the Secret Marketing Formula that a Handful of Dentists in the UK Are Using to Get Thousands of Dollars a Month (Without Any Extra Work)?

### **How I Did It**

How I Went From a Complete Rookie to Ski World Champion in Only 3 Years and How YOU Can Do the Same

### **How To**

How to Lose 2 Pounds per Week for 8 Weeks Eating Ice-Cream

### **Niche Headline**

For Busy Doctors Who Want to Cut Back Work Hours (But Don't Want to Earn Less Money!)

### **If You Are..., You Can...**

If You Are a Doctor Who Makes More than \$100,000 per Year, You Can Pay 42% Less in Taxes!

### **Secrets**

Successful Serial Entrepreneur Reveals the 6 Secrets that Helped Her Make Millions Selling Informational Products

### **Warning**

Warning! If You Mess This One Thing Up in Your Mortgage Application, Your Banker Can Take Your Home!

### **Give Me... and I'll Show You...**

Give me 90 Seconds And I'll Show You How You Can Have a Flat Tummy in 3 Weeks

### **Ways**

5 Ways to Make More Money With Your Existing Website Without Getting More Traffic. Guaranteed!

### **Celebrity**

What Would Brad Pitt Say if He Saw You Wearing This Dress?

### **Illegal**

A Money-Making System So Easy that Should Be Illegal

### **Direct Statement**

Get 1.25% Cash Back on All Your Purchases!

### **Question**

Are You Sick of Your "Love Handles"? Don't You Wish They Would Just Go Away? What If I Told

You that You Can Make them Disappear with 2 Simple Exercises that Won't Take You More than 6 Minutes per Day?

### **Testimonial**

Microsoft Has Increased their Online Sales 142% in 2008 Using Our MarketPack. You Can Do the Same. Discover How!

### **Command**

This Is Your Chance to Lower Your Long-Distance Call Costs. Take It!

### **Guarantee**

Natural Cream Guaranteed to Completely Eliminate Your Acne in 13 Days –or 110% Money Back and You Keep the Product!

### **Problem/Solution**

What Would Happen if Your Computer Crashed Right Now? How Much Valuable Data Would You Lose? Here's How You Can Make Sure This NEVER Happens to You

### **Discount**

5 DVDs. 5 Bucks. No Commitments. No Strings Attached. Act NOW!

### **Reasons**

9 Reasons Why You Need to Stop Complaining About the Economy and Do Something About Your Business Right Now

### **Story**

How a Single Mom with Two Kids Managed to Get Out of Debt and Save \$20,000 in 11 Months without Working Extra Hours

### **News**

Doctors Astounded by New Miracle Pill that Increases Chances of Getting Pregnant by 211%

### **Not This... But This...**

No "Get Rich Fast" Scams. No MLM Lies. No "Build It and They'll Come" BS. Just Down-to-Earth Tips for the Smart Business Owner.

And remember: you can combine two or more of these tactics into one headline!

### **Tip #14: Make Your Website Look Professional**

After redesigning over 100 websites I now have a pretty good idea about the most common web design mistakes.

If your site is making some of these mistakes, fix them now! Otherwise, you are leaving money on the table every single day.

### **Bad Layout**

Your navigation and layout have to be simple, obvious, and intuitive. If you expect your visitors to figure out how to get to where they want to go, prepare for them to leave. Don't make them think, make it obvious for them. Forget about "cool" navigation. Make it simple and elegant.

### **Slow Websites**

Keep your website light so it loads fast. There is nothing more annoying than those "Loading... 1%" messages. People don't want to wait. Studies show that if a website takes more than 8 seconds to load, 21% of your visitors will leave and if it takes more than 20 seconds to load, 43% of your visitors will be gone! This is a tragedy. There are ways to achieve excellent designs that are also very light.

### **Bad Colors Choice**

Most web designers are not professional graphic designers. They never learned what colors work well together and most importantly, what different colors mean. Make sure your website uses the right colors for your market and it is not hard on your visitors' eyes.

### **Bad Music Selection**

In most cases I am against music at all. I am talking about music that auto-plays (background music). A lot of people will visit your website from work and they don't want annoying music popping up. Music also makes websites slow to load. If you decide that you want to have music on your website, choose the right one for your audience.

### **Under Construction Pages**

What is the purpose of "Coming Soon" pages? This looks really unprofessional. Just don't have them at all! Who wants to read an "Under Construction" message? If you want to generate curiosity about a section that you will be adding soon, have some teaser copy and possibly a list-building box: "Sign Up to Be Notified When We Release this Feature".

### **Information is Hard to Find**

This happens very often with your phone number and email address. Let's say you own a restaurant. Most people visit your website to get your phone number and make a reservation. Put your number at the very top and make it huge!

### **Ads on Commercial Websites**

If your website is supported by advertising, displaying ads is your business. But if your main stream of income is not advertising, get rid of ads. They look really unprofessional and they make you look needy.

### **Low-Resolution Images**

There is nothing that makes me angrier than web designers who use low-resolution images. They look terrible! There are ways to optimize images so they are both light and visually appealing.

### **Splash Screens**

Don't waste your visitors' time. They are on your website to learn about your company and services, not to see how talented your graphic designer is and the cool animations he can do for you. Don't force them to take an extra step. They want information. Give it to them.

### **Passive Marketing**

Your website is an excellent opportunity to tell prospects why your company is better than the competition, why they should buy from you, and ask them to take action. Be proactive.

### **Tip #15: Read, Read and Read Some More**

You're never done learning. These are three books I strongly suggest that you read:

- [The Adweek Copywriting Handbook](#)
- [Don't Make Me Think](#)
- [Call to Action](#)

### **Thank You**

I hope you enjoyed reading this report; I had a lot of fun writing it. Remember:

1. If you have questions, please ask me. My email address is [info@TheOutsourcingCompany.com](mailto:info@TheOutsourcingCompany.com).
2. Feel free to email this report to all your friends.
3. Don't forget to subscribe to my blog: [www.TheOutsourcingCompany.com/blog](http://www.TheOutsourcingCompany.com/blog)

Have a great day! I look forward to hearing from you.

### **Zeke Camusio**

CEO - The Outsourcing Company

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