

The Go-To Guide To Converting Browsers Into Buyers

**101 Tips, Secrets, Ideas, Suggestions, Methods,
Hacks, Templates, Shortcuts, Resources and Lists**

Are you leaving money on the table?

If you're not optimizing your conversions, then you can bet the answer is a resounding "yes." But fortunately, it's easy to start getting better conversions, more sales and more money. And this Go To Guide will show you how!

Here are the four main areas we'll be looking at to boost your conversions:

- Usability and Design
- Target Market
- Sales Copy
- Tracking/Testing

Let's get started...

USABILITY and DESIGN

If your site, email or advertisement doesn't look good and/or it's not user friendly, you'll struggle with low conversions. Check out these tips...

1. Get a Professional Design

Whether it's an HTML template for an email, a blog theme or a sales page layout, don't skimp on design. You can use a polished template, or you can hire someone to create a professional design for you.

2. Check Links

Nothing spells "amateur" like a web page, email or other communication with broken links. And, obviously, a broken link is going to sink conversions. That's why you'll want to double check all links before you post them, and then periodically check links on your website to be sure everything is in good working order.

TIP: If you're selling affiliate products, be sure to use a redirect link (preferably one that goes through your own domain first) rather than a direct affiliate link. That way, if the vendor retires the product or

changes the affiliate links, you won't have "dead" links floating around in lead magnets, blog posts and elsewhere. Instead, you can quickly and easily change the link to a similar product.

Next...

3. Be Sure Forms and Scripts Work

Same reason as above – it will look like amateur hour if your scripts don't work, and it's downright disastrous if your call to action involves that script. As such, check your forms and scripts regularly, and be sure to check them across different devices and browsers to ensure they work for everyone.

4. Do Usability Testing

The idea here is to get three or four people to complete common tasks on your website, and then get their feedback regarding how to improve the process. For example, you can have users purchase a product and report on the process.

Check out these two best practices for usability testing:

- Get actual users. In other words, be sure your users are people who are from your target market (your ideal audience).
- Do it in person. You can also do usability testing via video, such as Skype. The point is that you want to be able to see the user's face so that you can pick up on facial cues that the person is confused (e.g., a furrowed brow).

Here's the next conversion tip...

5. Don't Create Hoops

If you're trying to get someone to take a specific action – such as order a product – then don't create unnecessary hoops between the user and the action you want them to take.

Check out these two tips:

- Don't make buyers register for an account before they can complete the order. If creating an account is a necessity (such as for a membership site), then have your buyers do this AFTER the ordering process. (And be sure the registration process fills in the form as much as possible based on details the buyer provided during the ordering process.)
- Do test an order form embedded directly into the sales page. In other words, see if you can boost your conversions by eliminating the need for people to click on an order button that takes them to an order form.

Next...

6. Check Your Font

Sometimes marketers try to use "cool" and unusual fonts to make their content stand out.

Don't do this. Your focus needs to be on easily readable font. If it's too small or otherwise too hard to read on the user's device, you can bet your conversion rate is going to struggle. As such, stick with the old standby fonts such as Arial and Verdana.

7. Design With Mobility In Mind

Plenty of your prospects are going to be reading your emails, sales letters and other communications on their phones or other devices. That's why you want to make sure you use a responsive template or theme that adjusts to different devices. In other words, web pages such as your sales letter should look good on both a 24" desktop screen and a mobile device.

Keep these tips in mind:

- Be sure the design is truly responsive. This means columns, graphics and other design elements automatically adapt to look best on whatever device the prospect is using.
- Make links easy to tap. This means putting plenty of space between links and creating big buttons so that mobile users who are tapping these links can do so easily.

Next...

8. Add Live Chat

If you have a customer service staff that's at least available and on during normal business hours, then you may consider offering a live chat option on your website. This lets prospects get their pre-sale questions answered immediately, which in turn boosts conversions.

9. Watch for Abandoned Carts

If your traffic logs are showing that too many people are abandoning their shopping carts or order forms, then it's time to figure out what the problem is. Ask yourself these questions:

- Is the price clearly stated on the sales page? Sometimes people click through to the order form just to get a price if it's not clearly marked on the sales page.
- Is the ordering process easy? If not, people will abandon their orders.
- Does the order form look trustworthy? Again, people will click away if they don't trust their credit card on your order form.

And here's something related...

10. Check Your Logs

Sometimes you can detect usability problems (which lead to conversion problems) by looking at your traffic logs. An abandoned order form or shopping cart is one issue. Check out these other issues:

- Are visitors using the search function often? If so, your site may be hard to navigate.
- Are visitors leaving the site immediately? If so, your site may not be user-friendly and/or not engaging enough to keep visitors glued to the page.
- How do visitors navigate through the site? If your visitors' search patterns don't make much sense to you, it's possible that your site isn't user friendly.

If you have usability problems, then it's a good idea to do usability testing to uncover and fix them.

11. Use White Space

If people see a big wall of text when they open your emails, visit your site or read an article, they're going to back out of it pretty fast. That's right, if it looks difficult to read, then people simply won't bother. And that means your conversions will plummet.

The solution is to create plenty of white space by using short paragraphs, bulleted lists, and similar. This guide is a good example of how to create something that's easy to read with plenty of white space.

12. Make Use of Graphics

Another way to create extra white space is by inserting relevant graphics into your text. The big benefit of this strategy is that you can use enticing, benefit-driven or even curiosity-arousing captions under the graphics as a way to draw skimmers back into the text.

E.G., Perhaps you have a graphic of some unnamed herb with a caption that says, “Do you know which herb can boost your metabolism by 33% and help you shed fat faster than ever?”

TARGET MARKET

You can’t craft good copy unless you truly understand your audience. Use the following tips to help you get a better idea of who your target market is and what they want...

13. Do a Google Search

One way to get an idea of what your target market looks like is to see what other researchers have uncovered. Simply run a Google search for your target audience followed by the word “demographics” (e.g., “dog owner demographics”). Then focus on data from reputable organizations such as the government, academic journals, and reputable research firms (like Pew).

14. Visit Online Communities

A good way to get inside your prospects’ heads is to “eavesdrop” on them online. You can find out what topics they talk about repeatedly, what topics are “hot” right now, what their problems are, and what sort of jargon they use.

To find online communities, search for your niche keywords (such as “dog training” or “gardening”) followed by words such as:

- Forum
- Discussion
- Group
- Blog (where comments are turned on).

You can also search Facebook to find niche-relevant discussion groups.

15. Talk to Your Prospects Offline

The more you understand your prospects, the better able you'll be to write content that really resonates with them. That's why you'll want to spend time talking to your prospects offline. For example, if you're targeting people who want to lose weight, then spend time at the gym talking to members of your target market to learn more about what motivates them, what frustrates them, etc.

16. Become a Part of Your Market

Another way to better understand your market is to do exactly what they do. For example, if you're targeting hydroponic gardeners, then you need to set up your own hydroponic garden. Not only does this help you create content from a position of authority, but it also gives you a better sense of the market's problems, concerns and joys. End result? It's easier for you to create content that resonates with your audience, which in turn leads to higher conversions.

17. Answer These Questions About Your Market

Once you've done your research, then you need to create a profile of your ideal prospect/customer. You can create this profile by answering the following questions:

- How old is your prospect?
- What is their gender?
- Where do they live?
- What is their marital status?
- Do they have children?
- What education level have they achieved?
- What sort of career/job do they have?
- What are their hobbies?
- How much money do they make?
- How much money do they spend in the niche?
- What do they read? (Especially niche-relevant information.)
- What are their problems?
- Why haven't current solutions been able to solve their problems?
- What motivates them?

- What else do you know about your ideal prospect? List everything that applies.

Now the next major factor that goes into boosting your conversions...

SALES COPY

Here's where the rubber meets the road. Whether you are composing a sales letter, an email, a social media post, a blog article or something else, keep these copywriting tips in mind...

18. Start With a Goal in Mind

Don't even think about crafting a word of content until you choose your primary goal for that piece of content. For example, perhaps the goal is to:

- Get a visitor to join your mailing list.
- Generate a sale.
- Encourage people to register for a webinar.
- Persuade people to call you.
- Get prospects to request a quote or free consultation.
- Encourage people to participate in a contest.
- Invite people to share your content with others.
- Get customers to refer their friends.
- Encourage visitors to join a free membership site.

And similar goals. The key point is to just pick ONE goal, and then create your copy entirely around this one goal.

19. Focus on Creating Great Headlines

The most important part of a lead page, sales page, ad or other piece of copy is the headline. That's because your visitors are going to decide whether to keep reading your content largely based on the headline. To that end, keep these tips in mind:

- Devote time to the task. Your headline can make or break the success of your sales piece, so be sure to focus on this task (rather than treating it as an afterthought).
- Understand your audience. In order to create something effective, you need to understand what is important to your audience. You can then create a headline based on these important benefits and other factors.
- Brainstorm multiple headlines. Set aside 20 minutes or so to brainstorm as many headlines as possible. Don't stop when you hit upon a good one... keep going, as an even better one might be coming.
- Test your headlines. Naturally, you shouldn't pick a headline based entirely on your own preferences. Instead, test your best headlines and let your audience vote with their wallets.

Next...

20. 3 Factors That Make for Great Headlines

As your crafting your headline, keep these tips in mind:

- Focus on benefits (not features). People want to know what a product does for them, which is why you need to showcase the benefits. For example, an ingredient that increases metabolism is a feature, but the benefit is that the food helps people lose weight more quickly.
- Evoke curiosity when possible. This is a great way to hook people and keep them reading. E.G., "Here's the secret of rapid weight loss..."
- Use quotes. Quotes around sales letter headlines tend to boost conversion rates, because a quote makes the claim seem more credible (due to the social proof factor).

Next...

21. 20 Power Words to Start Using

There are some words that almost always get attention, which makes them great choices in headlines and other copy. See if you can work these 20 words into your copy:

- You
- Because
- How to
- Secrets
- Discover
- Reveal
- New
- Guaranteed
- Proven
- Scientific
- Surprising
- Startling
- Quick
- Easy
- Fast
- Simple
- Amazing
- Crazy
- Huge
- Fantastic

Next...

22. 10 Headline Templates

Next time you need to create a great headline, try out these templates...

1. Who Else Wants [a Great Benefit]? E.G., Who Else Wants Shinier Hair?

2. Here's the Quick and Easy Way to [Get a Benefit]. E.G., Here's a Quick and Easy Way to Lose 10 Pounds.
3. The Secrets of [Getting a Good Result]. E.G., The Secrets of Crafting High-Converting Sales Letters.
4. [Get a Good Benefit] in [Short Period]. E.G., Lose 10 Pounds in 18 Days.
5. Now You Too Can [Get a Good Benefit]. E.G., Now You Too Can Make Money by Creating Jewelry!
6. How to [Get a Benefit] Even If [You Don't Have Something]. E.G., How to Land a \$100k Job Without a College Degree.
7. [Great Results] in [Number] Easy Steps. E.G., Housetrain Your Puppy in Three Easy Steps.
8. The Surprising Truth About [Some Topic]. E.G., The Surprising Truth About the Anti-Aging Cosmetic Industry.
9. Are You Making These [Type of] Mistakes? E.G., Are You Making These Putting Mistakes?
10. What [Some Person or Group] Doesn't Want You to Know. E.G., What Your Vet Doesn't Want You to Know About Holistic Medicine.

Next...

23. Be Specific

If you want your headlines and other copy to be more credible, then use specific numbers whenever possible (versus "rounding up").

For example, it's more credible to say "I made \$489.54" versus saying, "I made \$500."

24. Five Ways to Open a Piece of Content

Effective content needs to grab (and hold) your reader's attention right away, which will increase conversions. Here are five good ways to get attention:

- Tell a story, especially one where the main subject/character of the story is just like the reader.
- Ask a question. E.G., "Do you ever toss and turn all night?"
- Share a startling fact or statistic. E.G., "About 95% of businesses will fail this year... will yours be one of them?"
- Build anticipation for what's coming. E.G., "You're about to discover how to finally housetrain your stubborn puppy!"
- Arouse curiosity about what's coming. E.G., "You'll find out what word you should NEVER use in a sales letter headline – this is going to surprise you!"

Next...

25. How to Engage Readers

Your title and opener grabbed the reader's attention. Now you need to hold it by engaging the reader.

How?

By "edutaining" the reader. This means you entertain them while you educate them. Keep these tips in mind:

- Use a friendly, conversational tone. Simply put, write as if you're talking to a good friend.

- Utilize humor (but sparingly). Just be sure you understand your target market before you attempt humor, as different people and cultures find different topics funny.

Next...

26. 7 Question Swipes

One way to engage your audience is by asking them questions. This can also be a good way to get people interactive on your blog or on social media, which in turn boosts conversions.

Check out these example questions and swipes you can tweak and put to use:

- Some experts say [one thing]. Other experts suggest [some other thing]. What do you think?
- What is your favorite way to [get a good result]?
- Have you ever [tried to get a result and then failed]?
- When was the last time you [participated in some activity]?
- What is your biggest [type of] mistake?
- Have you ever felt [in some specific way that's related to the niche topic, e.g., "humiliated because you're so fat"]?
- How many times have you [tried to get some result]?

Next...

27. Use Curiosity to Drive Conversions

Arousing curiosity in your content is like creating an itch that your prospects want to scratch. Here are two ways to create this "itch":

1. Get people curious about what's coming up in the content itself. E.G., "In just a moment you'll discover the #1 trick for making your skin so soft and supple you'll feel like you're 20 again!"
2. Get prospects curious about the product you're selling. E.G., "See page 58 to discover how to shave two strokes off your golf game!"

Here's another way to boost conversions...

28. Build Credibility

As people are reading your content, they're going to be wondering why they should listen to you. If you can build your credibility, they'll be more likely to view you as an expert or authority. And, in turn, this will boost your conversions.

Here are questions to ask yourself:

- How many years of experience do you have in the niche?
- Do you have any relevant degrees or certifications?
- Have you won any relevant awards?
- Do you have proof of being able to get results for yourself or others?
- How many others have you helped in the niche?
- What else can you use to provide authority/expertise?

You can then take the relevant answers and include them in your sales letters, "about" pages, and anywhere else that you want to build credibility.

29. 3 Ways to Build Trust

People do business with those they know, like and trust, which is why it's important to build trust. Here's how to do it:

- Choose secure order forms so that people trust their sensitive data with you.

- Create great lead pages to encourage people to join your list, and then follow up via email to build good relationships.
- Communicate honestly with your prospects and customers. (E.G., Recommend the best products for your prospect's needs, not just the ones that give you the best commissions.)

Here's another conversion-boosting idea...

30. Get People to Imagine the Benefits of Taking Action

If you can get people to actually imagine using the product or acting on an idea, then you're halfway to getting people to take action.

E.G., "Just imagine how great you'll feel when the pounds start coming off as you follow this delicious meal plan..."

31. Provide Plenty of Photos and Videos

If you're selling a product, then be sure to provide lots of photos and/or demo videos of the product in action. This will help people imagine what it's like to use the product, which in turn boosts your conversions.

For example, if you're selling software, then provide a screen-share video that shows prospects how easy it is to use the software.

32. Share the Good, the Bad and the Ugly

Sometimes marketers are tempted to only show the best parts of a product. However, if you don't bring up perceived weaknesses, then prospects will think you're not being totally honest with them. Trust erodes in that case, and so do conversions.

To build trust, share everything about a product. If you share a perceived weakness or flaw, then handle that objection.

For example, if a perceived flaw is that a guide is a little short, then tell people that it's a "no fluff, no filler" guide that only covers the most important information (great for busy people).

33. Agitate Problems

Getting people to feel certain emotions is one of the keys to creating great copy. One way you can do this is to "agitate" the person's problem, which means you remind them of the pain of their problem.

E.G., "It's humiliating to try on shorts under the glare of the store lights. You see every pound of fat, every bit of cellulite. And just when you think it can't get any worse, you need to ask the dressing room clerk to get you a bigger size..."

34. Create a Bulleted List of Benefits

Whether you're crafting an email, social media blurb or a sales letter, you want to focus on the benefits of the offer. One good way to make these benefits stand apart is to put them in a bulleted list. This makes them easy to see (even for skimmer), and a succinct list of benefits make it easy for readers to absorb and creates desire and excitement.

35. Five Awesome Benefit Templates

The next time you need to create a bulleted benefit list, try out these templates:

- [Get a great benefit] faster than ever using [app / tool / strategy]! E.G., Get your business up and running faster than ever using this proven five-step strategy!
- You'll finally learn the truth about [some topic] – and it's going to surprise you! E.G., You'll finally learn the truth about getting rid of cellulite – and it's going to surprise you!
- Do you want [to get a benefit]? See [a page number, module number, etc.]! E.G., Do you want to boost your conversion rates

the easy way? See page 122 for a five-minute trick that could double your conversions!

- Now you too can [get a benefit] in just [a short period of time]. E.G., Now you too can save your marriage in just one week from now!
- You'll discover a [startling/weird/surprising] trick for [getting a benefit]! You'll discover a totally weird trick that works like crazy to make you look 10 years younger!

Here's another set of templates...

36. Three Swipe-able CTA Templates

Here are three different calls to action you can use for different occasions:

- This is a great opportunity to [learn about some strategy or get some tool] for free, so click here to take advantage of this offer while you still can!
- Buy now and you'll get a 50% discount – click here to get started!
- If you've ever wanted to [learn about a topic or get some benefit], then you're going to want to get on this free webinar! Click here to register – and do it now before all the seats are gone!

Next...

37. Three P.S. Templates

If you're writing a sales letter, then you'll want to include a postscript. That's because a P.S. is one of the most-read parts of a sales page. It's a good idea to include both a benefit and a call to action in your postscript. Check out these templates:

- P.S. I almost forgot – if you act now, you’ll also get [some bonus gift]. Click here to claim yours now!
- P.S. People everywhere are saying this is the quickest and easiest way to [get some benefit]! But don’t take my word for it – click here to order now risk free!
- P.S. You won’t find a faster, easier or better way to [get a benefit], so click here to order now!

Here’s the next idea for boosting conversions...

38. Create Reader-Oriented Copy

One of the keys to creating high-converting content is to make sure your content is about your READERS, not you. Even if you tell a story about yourself, be sure you quickly pivot to how the story is relevant to your readers.

Need a quick and dirty way to tell if you’ve created reader-oriented copy? Check how many times you use words like “you” and “your” versus how many times you use words such as “me,” “mine” and “I.” Rewrite copy when possible to use more “you” sentences.

39. Showcase Your USP

No matter what you’re selling, your readers are going to wonder why they should buy from you versus your competitor. Your USP (unique selling proposition) is the succinct answer to that question. It’s the benefit or other factor that makes your product or business different and better than your competitors’ offer.

For example, FedEx’s USP is based on reliable and fast shipping (“when it absolutely, positively has to be there overnight”). This simple statement was the “reason why” prospects should choose them over their slower and/or less-reliable competition.

40. The #1 Copywriting Mistake

Many times, marketers make the mistake of focusing on the features of their offer rather than the benefits. A feature is a “part” of a product, while the benefit is what a particular feature does for the user. Prospects are usually most interested in the benefits of an offer.

For example, a feature of a weight-loss product is that it includes meal plans and recipes. The benefit is that customers can quickly and easily create delicious meals – no extensive planning required.

41. Personalize When Possible

If possible, such as in emails, personalize your correspondence with your prospects. That’s because one of the biggest “power words” that’s known to get attention is the prospect’s name. If you can address a person by name in an email or elsewhere, you’re going to buy yourself a second or two of their attention.

TIP: Don’t overuse someone’s name, as that can backfire on you by making the prospect feel uncomfortable. Use it once in an email, perhaps twice... not more.

Next...

42. Check Your Email Stats

If you’re using a third-party autoresponder to send emails, then most of the bigger companies let you check to see who opened your last email and/or clicked on the link inside. You can then segment your list according to behavior and send appropriate follow ups to boost conversions.

For example, if someone opened an email but didn’t click your link, you can send a follow up email to incentivize those who act now (such as offering a discount coupon that’s only good for a limited time).

43. Get People Agreeing with You

Your copy will create a better response if you can get people nodding along and agreeing with you.

For example, in the beginning you may ask questions that elicit this positive response. E.G., "Do you ever dread your morning commute because your sciatica is acting up?"

44. Use These 3 Sales Triggers

If you want to boost your conversion rates, try using these three sales triggers:

- **Reciprocity.** Here's where you give something valuable to your prospect, in return they feel like they "owe" you. This often results in a sale.

For example, you can offer your prospects a really valuable lead magnet for free, and then sell a low-cost tripwire on the backend.

- **Consistency.** People like to be consistent, which is why this makes for a great sales trigger. The idea here is to get your prospect to agree to some small favor (which is a way to "get your foot in the door"), and then they'll be more likely to do a larger favor for you.

For example, you might initially ask your prospects to purchase your low-cost tripwire offer. Then you can pitch your core offer on the backend.

- **Fear.** People tend to act when they feel fear, especially fear of missing out. E.G., "This special introductory sale price ends tonight, so order now to avoid missing out!"

Next...

45. Use Bonuses to Boost Conversions

Your prospect is right on the edge of making a buying decision. You can help push them towards the order button by offering bonuses to sweeten the offer.

Keep these tips in mind:

- Offer valuable, in-demand bonuses. Your goal is to increase the overall value for your offer, so be sure you're offering something that your prospects truly want and value.
- Obtain bonuses that are related to the main offer. They should enhance the use or enjoyment of the main offer. For example, a set of sales letter swipes makes a great bonus alongside a copywriting course.

Next...

46. 8 Types of Sales That Boost Conversions

Offering a limited-time sale is a great way to create scarcity, which in turn boosts conversions. Check out these sales ideas:

- Flash sale.
- Buy one, get one offer.
- Buy one, get one at a discount sale.
- Holiday sale.
- Event sale (such as a Grand Opening sale).
- Introductory / launch sale.
- Mystery sale (where people spin a virtual wheel or something similar to determine their percent-off discount).
- Dime sale / fire sale (where the price goes up every time someone makes a purchase OR it goes up every day for a week).

Next...

47. Use Retargeting

Sometimes people leave your site still interested in purchasing the product, but not ready to at that exact moment. That's where retargeting comes in. This is where you show prospects who've visited your sales page or other web page the same offer again.

One way to do this is by purchasing ads on Facebook, which lets you specifically target prospects who've already visited a specific page on your website.

48. Offer a Downsell

Sometimes people leave your sales page because the offer isn't exactly right for them. In some cases you may be able to get them to purchase something else, such as a downsell offer, which is a less expensive offer that's similar to the main offer.

For example, you can show people who are leaving your sales page an exit pop up which presents an offer that's 30%-50% less expensive than the offer they were just looking at. For instance, you might offer them a "lite" version of a piece of software at a significant discount. This is a great way for someone to test out the product with less risk, and of course you'll make it easy for them to upgrade to the full version.

49. Test Payment Options

One common objection prospects have is that a product is too expensive. You can handle this objection by testing out different payment options to find out which ones your audience responds to the best.

For example:

- Free trial. People can try out the product (such as software) for free for one week or one month.
- Installments. Instead of one big payment, you can offer two or three smaller payments spread out over two or three months.

Here's another idea for boosting conversions...

50. Position Options With a Goal in Mind

If you have multiple options – such as different levels for a membership site – then don't make them equally appealing. You can decide upfront which option you want people to choose, and then boost conversions by making that particular option the most appealing.

For example, let's suppose you have a Bronze, Gold and Platinum level in a membership site. And let's suppose you're aiming to get most people into the Gold level. Here's how you'd set up your options:

- Create a "bare bones" offer at the Bronze level (and then use it as a way to get people to upgrade). Let's suppose it's \$17 per month.
- Offer a LOT more value for a little more money at the Gold level. In this example, you might sell it for two dollars more -- \$19 per month – but clearly the value should be worth a lot more.
- Create a premium Platinum level with high-ticket extras, such as coaching, and then charge accordingly (such as \$47 per month).

Anyone who looks at this offer will see that Gold is the best value, and you'll boost conversions at that particular level.

51. Frame Cross-Sells/Upsells Carefully

When you're offering a cross-sell or upsell on an order form, keep in mind that the prospect has already made the decision to purchase the main offer. As such, all you have to do is pitch the offer and price for the upsell, NOT the main offer.

E.G., "Would you like to add access to the private forum for just \$9.99?"

52. Create Thoughtful Cross-Sells and Upsells

If you're looking to boost conversions, then make sure your cross-sells and upsells are highly related to your main offer.

For example, if you're selling a guide about how to become a vegan, then you can offer a vegan cookbook as a cross-sell.

53. Make the Ordering Process Easy

Don't make people register or jump through hoops during the ordering process. You'll boost your conversions if you make the process as easy as possible.

TIP: Be sure to test payment options to see which ones your audience responds to the best.

For example, in many niches you can boost your conversions by using PayPal, since all people need to do to make a purchase is login. They don't even need to enter in their credit card or address, which makes ordering a snap.

54. Save Abandoned Carts

If you have the type of site where people need to enter their email address to order OR login, then you can use a script to save abandoned shopping carts. For example, you can send prospects a follow-up email offering them a 25% discount if they return and complete their order within the next 24 hours.

55. Get Customer Referrals

People trust recommendations more from people they know, which is why customer referrals work so well to boost conversions. That's why you'll want to encourage customers to refer their friends.

Want to boost conversions even more? Create a two-way referral. This means you give both your existing customer and the referral a reward if the

referral makes a purchase. For example, you can give both individuals a 40% discount on their next purchase.

56. Qualify Prospects

Whether you're creating an article, a sales piece, or anything in between, you need to make it clear who the content is for. One way to do this is by asking relevant questions to help qualify prospects.

E.G., "Do you have unsightly cellulite on your thighs?"

57. Check the Orientation of Graphics

This is a very simple trick that works like crazy to draw your reader's eyes into your content: simply point the graphics TOWARDS the text.

For example, if you have a graphic of a woman looking slightly to the right, then put the graphic on the left and all content on the right. Your prospects will naturally look where the woman in the photo is looking, so you'll draw people to the text.

58. Put Important Information Above the Fold

You only have a few seconds to capture your reader's attention when they land on your web page, so make sure the most important information is above the fold. This means the most important information should be high enough on your web page that people don't need to scroll to see it.

TIP: More people are going mobile now, so you have less space to make a point. Be sure your headlines or article titles are designed to capture attention fast.

Next...

59. 12 Ways to Emphasize Important Information

You want every person who views your content to read every single word. Unfortunately, that doesn't always happen. However, you can make sure the

majority of readers grasp the most important information by emphasizing that text. Here are 12 ways to emphasize text:

- Italics.
- Bolding.
- Underlining.
- Highlighting.
- Different font.
- Bigger font size.
- Different font color.
- Johnson boxes.
- Indenting.
- Graphics to draw attention (such as an arrow).
- Bulleted lists.
- Combination (e.g., both bolding and italicizing important text).

Just don't overuse text emphasis, however, or your text will look like a messy circus.

60. R.E.T.A.I.N. Customers

The conversions don't stop when the customer takes a specific action (such as purchasing a product). You also need to make sure you retain customers so that they KEEP buying. This is especially true if your customers are set up with recurring billing (such as with a SaaS offer or membership site).

Here's how to R.E.T.A.I.N. customers, especially those in a membership site:

- Remind customers of recurring billing.
- Elicit feedback to find out what members like and dislike about your site or service so you can improve it.
- Tease members about what's coming (build anticipation).
- Add unannounced bonuses to your site.

- Install delayed bonuses (e.g., provide a bonus every three months that someone remains a member).
- Nurture your relationship with customers (which builds loyalty) via follow-up emails.

For every month you keep a customer happy, you have a chance at selling them more products on the backend.

61. Avoid Unpleasant Surprises

Don't spring unpleasant surprises on the order form, such as hidden fees or conditions. Otherwise, you're likely to experience abandoned orders and shopping carts.

For example, if you're selling access to a membership site for \$9.97 per month for the first month and \$19.97 thereafter, don't lead prospects to believe that the lower price is the permanent price.

62. Protect Your Rep

People do business with those they know, like and trust. And that means your good reputation is one of your biggest assets and biggest factors that can affect your conversion rate. That's why you'll want to be sure that you remain honest in all your dealings so that you build a good reputation.

For example, don't use false scarcity where you present a countdown timer that merely resets every time someone visits. When people realize the countdown timer is "fake," they'll wonder in what other ways you've attempted to deceive them.

63. Build Your Brand

Another good way to boost conversions is to create a strong brand and focus on building brand awareness in your niche. A good brand fosters trust, which in turn boosts conversions. That's why people often pick a known brand over a generic product, even when they are exactly the same thing.

64. Let People Know Who You Are

Your prospects want to know there are real people behind your company, which is why you'll want to give people an opportunity to get to know you. Check out these tips:

- Post your photo on your web properties. This includes your own website as well as social media.
- Prepare an "About" or "Meet the Team" section. Offer photos and personal details (e.g., "I like to camp in the mountains...").
- Produce posts or emails with personal details. For example, you can let your readers know about big events in your life, such as moving or marriage. Don't drone on and on about yourself, but do share a sentence or two about what's going on in your life.

Next...

65. Make Your Contact Information Handy

A good way to build trust (and thus boost conversions) is to make it easy for your prospects and customers to reach you. For example, you insert your contact info (such as help desk link, live chat or even just an email address) on every page of your website.

66. Reduce Buyer's Remorse

You can't get people to buy more products from you in the future if they get buyer's remorse and request a refund on the product they just purchased from you. That's why you need to actively work to reduce buyer's remorse.

How? By sending an email immediately after the purchase that does the following:

- Thank customers for their purchase.

- Remind customers of the benefits of the product they just purchased.
- Encourage prospects to use the product immediately so they can start enjoying the benefits. (People who use the product will get a benefit, which turns them into satisfied customers who'll purchase from you again.)

Here's another conversion-boosting idea...

67. Ask Yourself These Questions

Before you release a sales letter, email or other piece of copy into the wild, ask yourself these questions:

- Does the subject line, title or headline get attention?
- Is it clear who this piece of content is for?
- Does the copy join the conversation that's already going on in the prospect's head?
- Does this copy exist in a vacuum? (E.G., if people are raising objections about a product online, then address those objections – people read other stuff before coming to your page or reading your emails.)

Here's another idea...

68. Increase Engagement With Multimedia

Another way to keep your reader's eyes glued to the page is by inserting multimedia. This includes:

- Videos.
- Audios.
- Graphics of all types (illustrations, infographics, charts, photos, etc.).

It's a good idea to include captions with graphics, as this will draw the reader's eyes into your page.

69. Keep Skimmers in Mind

As you know, not every reader is going to read every word of your sales letter, blog post, article or other content. That's why you'll want to do the following so that skimmers get the gist of your content:

- Install enticing headlines and subheadlines to get attention and convey important information. E.G., "Who Else Wants to Earn a Quick and Easy \$500?"
- Isolate and emphasize important information, such as by creating bulleted lists.
- Include a P.S. at the end of sales letters that reiterates a top benefit and a call to action. That's because skimmers often look at the first and the last thing on a page.

Next up...

70. Proof Your Content

Get rid of spelling and grammar errors, which tend to make your content look like it was created by an amateur. "Clean" (grammatically correct) content tends to create a good impression, which in turn creates higher conversions.

71. Read Your Copy Out Loud

Content that reads smoothly is content that tends to have better conversions. If you want to know if your content is smooth and easy to read, then read it out loud. Better yet, have someone else read it out loud to you. If they hesitate or stumble over any portion of the content, that's a piece you'll want to rewrite.

72. Handle Objections

People are always thinking about reasons why they shouldn't buy your product. These are their "objections," and you'll want to handle these objections in your sales copy in order to boost conversions.

Obviously, your prospects' specific objections are based on your specific product. However, here are some of the common objections for a wide variety of products:

- I don't believe you.
- This product won't work for me.
- It's too expensive.
- It's too cheap – it must be junk.
- I can't afford it. (This is an objection that can pop up no matter what the price is for the product.)
- It's too big/too small/wrong color/etc.

Let's suppose the objection is that the prospect doesn't believe you. You can provide testimonials and case studies as proof that your claims are true.

73. Justify the Price

Whether your product is expensive, inexpensive, or anything in between, you need to justify the price.

Let's suppose your premium product seems expensive. You can justify the price by explaining how other options are more expensive or difficult.

For example, if you're selling a premium PLR (private label rights) package for \$197, you can justify this price by explaining how hiring a ghostwriter to create this same package would cost \$2000.

74. Reverse Risk

People are afraid to take a risk on a product, especially if they're not familiar with the brand or vendor. Longer, stronger guarantees both boost conversion rates and reduce refunds. That's why it's better to have a 60 or 90-day guarantee versus a guarantee that's only good for a couple weeks or a month.

75. 3 Tips for Creating a Strong CTA

Your call to action (CTA) has a big impact on whether your prospects actually click your link, fill in your form, or act in some other desired way. That's why you'll want to check out these three tips for strengthening your C.T.A.:

- Choose strong, specific verbs. For example, "buy" is a strong verb that tells people exactly what you want them to do.
- Transmit urgency. Exclamation points and words like "now" help create urgency. Whenever possible, inject scarcity into the offer. E.G., "Buy now – and hurry, because this offer ends tonight!"
- Advice prospects explicitly. In other words, lead people by the hand and tell them what to do. E.G., "Click the order button below now to get started!"

Check out this next set of conversion-boosting ideas...

76. 6 Ways to Create a Sense of Urgency

People are more likely to take action if they have a compelling reason to take action NOW. That's why you'll want to create a sense of urgency whenever possible. Here are five ways to do it:

- Offer a limited-time discount. E.G., "Act now to save \$50 – but hurry, this offer ends tomorrow!"
- Offer a limited-quantity discount. E.G., "The first 100 people who act now will get a \$50 discount!"
- Offer a limited number of products. E.G., "Only 100 PLR licenses are available, so act now!"
- Offer a limited-time bonus. E.G., "Get a free workout video if you act now – hurry, this offer ends soon!"

- Offer a limited-quantity bonus. E.G., “The next 48 people who act now will also get a free workout video!”
- Remind prospects what happens if they don’t act now. E.G., “Hackers could have already installed malware on your PC, and they’re just waiting to steal your banking information. Protect yourself by buying this guide right now!”

Here’s another way to boost conversions...

77. How to Prove Your Claims

Many of your prospects don’t entirely believe your claims, which is why you need to prove them. Here are six ways to do that:

- Provide customer testimonials.
- Highlight great results with case studies.
- Offer photos (such as “before” and “after” pics).
- Provide videos.
- Share screenshots or scans.
- Give people other evidence (such as a link showing your romance novel on the New York Times bestseller list when you’re selling a “how to write a bestselling novel” guide).

Here’s something related...

78. How to Get More Testimonials

Testimonials typically don’t just magically appear in your email inbox. Instead, you need to solicit them from your satisfied customers. Here’s how to do it:

- Put a request for testimonials at the end of the product. Be sure to include a link to a form or an email address to make it easy for people to send their testimonial.

- Request testimonials within your follow-up email series. This is one of the better ways to do it, since you can ask multiple times in order to garner a better response. E.G., “Could you do me a quick favor, please? If you liked this product, please send me a testimonial. Simply click here and let me know what you liked about this product!”
- Ask customers directly. If you talk to customers directly (such as if you’re in a service business), then directly ask them to provide a testimonial.

Next...

79. Make Your Order Button Stand Out

If you bury your order button in a sales page in a way that makes it difficult to see, you’re going to dampen your conversion rate. That’s why you need to make it stand out using these tips:

- Set it apart from the text. Put lots of white space between the text and the order button to really make it stand out.
- Make it big. Even a skimmer should be able to quickly pick out your order button.
- Offer something colorful. For example, a big orange button will “pop” against a white background.

Here’s another important factor when it comes to your conversion rate...

80. The #1 Key to Boosting Conversions

Simply put, if you’re not sending targeted traffic, then you can expect poor conversion rates. Keep these tips in mind:

- Choose highly targeted keywords. Whether you’re optimizing for the search engines or placing a pay per click campaign, be sure to choose targeted keywords.

- Place ads on targeted sites. Ask the website owner about the visitor's demographics and other important information so that you know if their traffic is targeted.

Here's the next tip...

81. Segment Your Audience

If you want to boost your conversions in follow-up emails, then segment your audience according to their interests and behaviors. Specifically:

- Segment according to different lead magnets your audience has requested.
- Segment according to different products your subscribers have purchased.
- Segment according to behaviors, such as opening an email or clicking on a link.
- Segment according to other activity, such participating in a contest or joining a webinar.
- Segment according to relevant demographics, such as gender.

When you know what people are interested in, you'll be better able to create content and offers that directly appeal to each segment of your audience.

82. Keep Design in Mind

There are plenty of design elements that may look "cool," but they can dampen conversions. That's why you'll want to stick to the basics, such as using black text on a white background. (Anything else is just too difficult to read.)

The second point you'll want to keep in mind is the design and placement of ads on your site. Anything that looks too much like an ad – such as a big, flashing banner – is often ignored because prospects develop "ad blindness."

83. Be Congruent

You're probably putting out a lot of content, right? If so, then be sure your content and sales messages are congruent across all channels. For example, the content you post on your blog should be similar to the content you post on Facebook, both of which should be congruent with your sales pages. This cohesiveness helps build familiarity, which in turn boosts conversions.

84. Presell Prospects

Hitting prospects up directly for a sale often results in very low response. That's why you'll want to presell your prospects. Here's how to do it:

- Get them on a mailing list and follow up repeatedly via email to close the sale.
- Give them a high-quality lead magnet to show them the quality of your products, and then pitch a tripwire offer.
- Generate sales by "warming up" leads via your blog posts and social media content.

Here's another idea...

84. Create a Series

People don't often buy a product or take some other action the first time that they're exposed to that particular product or idea. That's why you'll get a better response if you expose your prospects to the idea multiple times.

Here's an example: create a three-part "Gain-Logic-Fear" series and deliver it by email. Here's what it looks like:

- Gain: here's where you share the benefits of the offer, which primarily appeals to the prospect's emotions.

- Logic: here's where you present data regarding the offer to appeal to the prospect's rational side. For example, you might provide a case study to prove your claims.
- Fear: here's where you create a fear of missing out (or other fear) to urge people to act. For example, you might extend a limited-time discount.

Next...

86. Polish the Content

Before you release your content, ask yourself these questions:

- Is the content completely designed around leading people to the call to action?
- Is the content engaging/entertaining?
- Is the content formatted for easy readability?
- Is the call to action compelling?
- If it's a video, is the video production professional and polished?

If you can answer "yes" to these questions, then your content is more likely to convert the readers.

87. Create a Swipe File

Do you ever get stuck when you're trying to write an article, sales letter, ad or other piece of content? Here's the solution: create and use a swipe file.

This is a file of other people's content that you use for inspiration. For example, if you see a title such as "How to Win Friends and Influence People," you can use that for inspiration in your niche. E.G., "How to Lose Weight and Look 10 Years Younger."

You can collect these inspiring pieces from sales letters, blogs, and social media posts around the web. You can also clip them out of magazines and newspapers. Your swipe file may include:

- Headlines.
- Email subject lines.
- Titles.
- Sub-titles.
- Openers/introductions.
- Closers/conclusions.
- Benefit statements.
- Guarantees.
- Postscripts.
- Calls to action.
- Transitional phrases.

And similar items.

Next...

88. The High-Converting Sales Letter Checklist

Before you release that sales letter, use these questions as a checklist for creating a great sales letter:

- Did you profile your target market before you wrote the letter?
- Did you list all the benefits of your product, service or other offer?
- Does your headline get attention with benefits, curiosity and/or social proof?
- Did you put your headline in quotes?
- Did you include a benefit-driven subheadline?
- Does your opener grab attention with a story, startling fact, or intriguing questions?
- Do you agitate your prospect's problems and remind them of the pain of their problem?
- Do you introduce your product as the solution to that pain?
- Do you get prospects to imagine the joy of this solution?
- Did you include a bulleted list of benefits?
- Did you raise and handle objections?
- Did you include a guarantee to reverse the risk?
- Did you justify the price?

- Did you include bonuses to sweeten the offer?
- Did you craft a strong call to action next to the order button?
- Did you inject a sense of urgency (e.g., fear of missing out)?
- Did you include testimonials?
- Did you include other forms of proof to back your claims?
- Did you end with a postscript which reiterates the main benefits and calls the prospect to action?
- Do you have a professional-looking web page?

Now the next area...

TESTING AND TRACKING

Don't guess when it comes to whether your content is converting. Instead, test and track it in order to know for sure. Check out these tips...

89. Don't be Impatient

Don't end a test prematurely just because it looks like one variation is pulling out ahead as a winner. Be patient and gather all the data, as then you can be confident in your results.

90. Test Pricing

This is a big factor when it comes to conversions. There are three types of pricing you can test:

- Major pricing. This is where you test major pricing differences, such as \$19.99, \$29.99, and \$49.99.
- Minor pricing. Here's where you test minor differences to see which pulls better, such as \$19.99 versus \$19.97.
- Payment options. Here you can test options such as PayPal versus 2Checkout, or you can test payment plans versus one-off payments.

Next...

91. Block Escape Hatches

Make sure there is only one primary exit on a sales page: the order button. If you need to include other links (such as terms of service), then test whether to open new windows with these links, open pop up windows, or open them in the same page.

92. Test Quickly

The sooner you can run a test and find out what works, the sooner you can get higher conversions, get more people on your mailing list, and make more sales. That's why you'll want to run your tests quickly. A good way to do this is to buy traffic – such as by using Google AdWords or even Facebook ads – which lets you get traffic almost instantly. If you buy enough traffic, you can complete your test as soon as in a few days.

93. Don't Make Assumptions

Just because something works for someone else doesn't mean it will work for you. Don't make these sorts of assumptions. Instead, test everything yourself to see what works.

For example, just because everyone in your niche uses red font for headlines doesn't mean that's what converts the best. Test it yourself to find out for sure.

94. Develop a Testing Process

Don't test blindly. Instead, use this process to determine what to test:

Step 1: Identify Problems. Check your traffic logs in order to identify problems in your sales process. For example, check conversion rates on your sales letter to determine if your sales letter is optimized.

Step 2: Analyze the Problem. Here you hypothesize what is causing the problem. For example, if people are bouncing out of a sales letter quickly, then you may want to start by testing headlines.

Step 3: Run Your Test. Now do an A/B split test on the factor that you think is causing the problem.

Step 4: Draw Conclusions. When the test is done, look at your stats to determine if your hypothesis was correct. Check which variation created the best conversion rate. Where warranted, run additional tests to further improve conversions.

Next...

95. 3 Factors to Boost Ad Conversions

Let's suppose you're running an ad on Facebook or even a niche site. Here are three factors to test:

- The ad headline. This factor tends to have the biggest impact on conversion rates, so make sure you optimize until you have something that gets attention and gets clicks.
- The ad graphics. Generally, simple graphics with bold colors are better than busy graphics. Your photos or other graphics should help your ad get attention.
- The call to action. If you're not getting the clicks, then check if your CTA is doing its job.

Next...

96. Increase Email Conversions With These 4 Tests

Optimize your emails by testing these four factors:

- Subject lines. This factor generally has the biggest impact, because if no one opens your email then the rest of the content really doesn't matter.
- Opener. The subject line drew the reader in, and the opener is going to determine whether they keep reading. Test different openers to boost response.
- The offer. Another big factor is what product you're offering and the price. Rotate different products and offers to see which ones your audience responds to the best.
- Day/time sent. If you're sending emails when your audience isn't in a position to take action, they won't. That's why it's a good idea to test different days and different times of the day to find out what boosts your conversions the most.

Next...

97. 10 Factors That Can Boost Your Sales Letter Conversions

There are plenty of factors you can test on a sales letter. Here are some of the biggest factors:

- The headline.
- The subheadline.
- The opener.
- The bulleted list of benefits.
- The call to action.
- The postscript.
- The guarantee.
- The overall offer (price, positioning, and bonuses).
- The overall design of the website.
- The headline font, size and color.

Which brings us to the next point...

98. Focus on the 20%

Here's a good guideline: 20% of factors will produce 80% of the results. Your job is to identify the top 20% (such as headlines or prices) and then focus the majority of your efforts on optimizing those factors.

99. Test One Factor

Unless you are familiar with multivariate analysis, it's a good idea to test just ONE variable at a time, while holding all other variables constant. That way, you can be confident that any changes to your conversion rate are due to that one factor.

For example, if you want to test sales letter headlines, then be sure the only difference between your Sales Letter A and Sales Letter B is the headline. Don't create any other differences, such as trying to test pricing, web design or anything else.

100. Acquire Good Tools

Testing is easy when you have the right tools. These include:

- Built-in tools. For example, check if your email service provide offers tracking and testing tools.
- Stand-alone tools. Examples here include Google Analytics, Piwik.org (which is an alternative to Google Analytics), and split-testing tools such as SplitTestMonkey.com.

And finally...

101. Two Things to Test

Here are two items to test which are often overlooked:

- Long copy versus short copy. Some audiences respond best to a long-form sales letter, while others prefer a headline with a half a dozen benefits. You'll need to test this to see which your

audience prefers. Keep in mind that it may be different for different types of offers.

- Video versus text. You may test video sales letters, text sales letters, or a combination of both.

Let's wrap things up...

Conclusion

You just discovered 101 ways to boost your conversions across your ads, sales letters, emails, articles and other content. So now your next step is to take action by implementing these tips – because the sooner you do, the sooner you'll start enjoying higher conversions, more subscribers, more sales and more money in the bank!



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