

QUICK BUSINESS BOOSTERS

Five Strategic Suggestions
Guaranteed To Improve Your
Sales Page Conversion Rate



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Magnify Your Mission : Multiply Your Reach

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Introduction

A sales page isn't like your ordinary content. While your blog posts, articles, and visual content are designed to inform, help, entertain, or build relationships with your audience, a sales page has one distinct purpose: to get the person to take action and buy. Since it's dedicated to this one simple goal, it needs to be tightly focused and the right elements need to be in place.

Writing sales pages is a skill like any other that's learned by mastering some basic techniques, putting them into practice, and refining until you have it down.

So, what makes a sales page work? Here are the five key elements that make one successful.

1. Connect with Emotions

Buying is an emotional experience. People buy products to get out of problems they're facing, to get done things they need done, and to make changes in their lives. Your sales page has to evoke the emotions your potential buyer is feeling in order to resonate. The reader has to see themselves and their problems reflected in your sales page's content.

Which emotions you need to evoke and how depends on where your target audience is at emotionally, but here are some emotions that often play a leading role in buying:

Love

What does your audience love and is it a factor in what they buy? For example, a happy freelancer most surely loves their freedom. If you're selling a software program that helps them maintain this freedom, you can connect with that love.

Fear

There are many ways fear can play a role in the buying process. We often buy things to avoid something fearful from happening. You can use a touch of fear to convince your audience that they need to buy your product before your competitors do.

Shame or Guilt

People might buy a product because they're afraid they'll look bad if they don't. Your offer might save them from some type of loss of face. Guilt is a

similar emotion. We often see products advertised as “guilt-free,” or a non-profit organization might elicit donations by appealing to our guilt.

Belonging

Buying a certain product or service might make you part of a group you want to be in. For example, you might download a product that gets you starting a web-based business, which makes you feel that you’ve joined the world of online entrepreneurs. This would also be a key element in a membership site.

Envy

A driving force behind a purchasing decision might be to keep up with the neighbours or, more likely, to keep up with a competitor. You may feel like others are benefitting from something and you want in.

Altruism

Doing good for others or the world can be a motivating emotion in making a purchase. This is especially true of products that are environmentally or socially conscious.

Identifying Your Audience’s Pain

The most successful sales pages identify the audience’s pain and offer a viable solution to alleviate this pain. This, of course, doesn’t usually mean literal physical pain (although it could if you’re selling certain health products). Pain could be something like not enough time, lack of money, a challenge to face or change to make, relationship problems, feelings of stagnating in your career, slipping behind the competition, and so on.

If you think about it, most products solve some kind of pain such as this. If you can identify the specific pain your audience faces and demonstrate that your offer solves it, this is a very valuable and effective element in your sales page.

Next Step:

- ✓ What are the chief emotions of your audience when buying a product or service such as yours?
- ✓ What specific pain does your offer solve, and how can you explain this to your audience?
- ✓ Look closely at your customer profile to figure out how they’ll relate to your product emotionally.

2. Craft Impactful Headlines

The headline of your sales page is all-important. It's the first thing people see. If it fails to grab their attention and resonate with them, they won't read on.

Your headline needs to stand out, but this doesn't just mean it should have a unique font or bright colours. What it says to your audience is important. You only have this one phrase or sentence to grab their attention, draw them in, and let them know the unique value of your offer.

Here are some of the elements that make a great headline:

- **Resonate with emotions.** Naturally, it should resonate strongly with the emotions you identified as most important to your audience and the pain your product addresses.
- **Focus on just one big idea.** Don't try to say everything about your offer in your headline. Choose what's most important to get the person to read further. They can discover the details of your offer as they read on.
- **Keep it short.** If it's too long, people won't read it. Your headline should say all it needs to say in about one concise sentence. Trim the fat and leave only the essentials. It should be able to be taken in at a glance.
- **Use the language your audience uses.** If you're not sure, look at how they write online. Write in their voice, not yours. When this is done accurately, it will resonate and they'll think, "This is speaking to me."
- **Make a bold promise that your product delivers on.** Both of these elements are important: The bold promise tells people what your product can do, but it's not an exaggeration and it's not unbelievable.
- **Mention how quick and easy your solution is, if applicable.** Focus on how you save people time and headache, and quote actual numbers if you have them.

It helps to look at some examples. Start a swipe file and save good sales pages.

Which headlines piqued your interest and got you to read on? Were there any you actually thought about buying? Why did they work on you?

Because the headline is so important, you should spend a great deal of time on it.

Come up with a long list of headlines and narrow it down. Test out your headlines by

running them by other people and getting feedback. Create different versions and see which people like best and why.

Next Step:

- ✓ Start a swipe file and collect sales pages. Which do you like best and why? Which make you want to buy?
- ✓ Write as many different headline ideas as possible and narrow it down to the best one.

3. Create Urgency and Scarcity

When people are looking at sales pages and considering making a purchase, they're on the fence. No matter how you explain and drive home the benefits, you can help nudge them off that fence. This is why we use urgency and scarcity on sales pages.

Urgency and scarcity work because of the fear of missing out. If you can order any time, you'll wait, and you might end up never doing it. But if there's a bit of a rush on the goods, many who would otherwise wait will buy now.

Urgency – For a Limited Time Only

Urgency puts a time limit on the purchase. The offer is only good for a limited time, so you need to act fast and decide whether you'll purchase or not.

To add urgency, you need to:

- Give the offer a limited time
- Make it a long enough time for the person to make their decision (it can't be too short)
- Enforce the time limit, or else you'll lose credibility

If you want to keep selling the product for the long-term, offer a special deal, extras, or freebies that are only available during a set time period.

Scarcity – Buy Now While Supplies Last

Scarcity works by limiting the number of the products available. If you're only offering a limited supply, this makes your offer more valuable, since only X number of people can enjoy it. But just like urgency, you need to strictly enforce this limit.

If you don't want to actually sell a limited number of products, you could offer a special deal or freebie for a limited number of people. Early bird pricing, where you offer a discount to the first X number of people who buy, is an example of this. Another example would be a live event where you're offering a limited number of seats.

Other Ways to Use Urgency and Scarcity

Exclusivity is a good way to use urgency and scarcity. You can offer special deals or offers only to those who sign up and join. They have to do so to receive the benefits. This really emphasizes how the buyer is missing out if they don't join.

If you're offering a limited number, show the number of remaining stock on your sales page. As people are reading the page and deciding, they can see exactly how many are left and that they're going fast.

The same principle is at work with a countdown clock. When your offer is only good for a limited time, put a countdown clock on your page that shows exactly how many days/hours are left.

When you're employing urgency or scarcity, reflect this in your content. For your call to action, you could say something like, "Hurry and get your free download." Remind them here and there throughout the page that this is a limited offer.

Next Step:

- ✓ How could you use urgency or scarcity to help sell your product?
- ✓ Consider special offers if you don't want to put an actual limit on your product's number or lifespan.

4. Build Trust

One of the most important roles of your sales page is to build trust. When people look at it, they think, "Is this a legitimate offer?" and "Can I trust this person?" Your sales page should include elements to inspire trust.

Testimonials

A common way to do this is to include testimonials. A testimonial is a customer who has used your product or service telling potential buyers how it helped them. Testimonials should be authentic and show as much about the person as possible; ask them, if possible, if you can include images, a link to their website, and so on.

Show Your Face

It's best to use authentic images or images you've taken yourself rather than stock photos. If possible, show your actual face or the face of a staff member from your organization. Use images of your product, your office, your area, yourself giving a presentation, and anything else that will show the customer that you're legitimate.

An even better design element is to use a video on your sales page that shows you introducing yourself, your company, or your products and services.

Use the Right Tone

Tone is also important in building trust. You should speak the language of your audience throughout. Write in an easy-to-understand and conversational tone, but don't get too casual. If the language is too casual, people might question your legitimacy. Before you launch, make sure you check carefully for grammar, spelling, or punctuation mistakes.

Be Transparent

Be totally transparent about your offer. Create a clear privacy policy that explains how you use customer data. Create a refund policy and state this clearly on the site so that visitors know that buying from you isn't risky.

Finally, be available if there are any inquiries. Respond to emails quickly and personally.

Next Step:

- ✓ Which of the above techniques for inspiring trust will you use on your sales page?

5. Make a Visual Impact

The design of your sales page can have just as much of an impact as its text and content. It's important to choose design elements such as colours, layout, media, and features carefully.

Go back to your swipe file to get ideas. Which sales pages do you like in terms of their design? Which are easy to read and understand? Are there any that you feel you'd change if you could?

Colours

Each industry has a certain colour palette that it uses and this is determined through years of marketing research on the psychological effect on colours. For example, dark blue is seen as competent and knowledgeable and therefore is often used for finance or consulting businesses. Choose colours that reflect your brand image and also resonate with your industry.

Your Logo

Put your logo prominently at the top where people can see it. This indicates that you're a real company they can trust. It also lets people know it's you.

Keep It Clean

Keep your sales page uncluttered and include plenty of white space. At each point along the page, there should be just one design element that stands out and attracts the eye. If your page is messy, people won't know where to look first and will likely give up.

Fonts

Choose fonts that are easy to read, on-brand, and not distracting. Using slightly contrasting fonts will make the different areas of text stand out, but make sure they don't clash too strongly or it will look off.

Images

Break up text with big, attractive images. Your images will not only break up the text and hold people's attention, but convey further information about your offer.

Use Bullet Points

Use bullet points wherever possible. They make it easy to read and take in information at a glance. Bullet points are especially good for explaining features and benefits.

Tell a Story

A great sales page tells a story. It starts with the headline and moves along as the reader goes down the page. It opens with general information that makes people want to know more, and the rest of the page gives more detail, broken up by CTAs.

Next Step:

- ✓ Choose your design elements using the above guidelines.

Was this short report helpful? Hopefully, it's provided you with a sound introduction as to how you can quickly improve your sales page conversion rates. But I'm sure you already realise that there's still a great deal more you'll have to do in order to get your business to the level that you truly want.

So, if you're ready to start growing your business faster today, head over to...

www.3dConsultingServices.com

and see how else we can help you to achieve your long term goals quicker.

And regardless of what you may believe, may your God continue to guide you along the path you're meant to be on and introduce you to all the people you need to meet at precisely the right time for you.

See you soon.

About The Author:



Do you ever wish there was an easy way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel exactly the same way as you do because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help people put in place processes that attract potential new clients automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea of that but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so sure that I can.

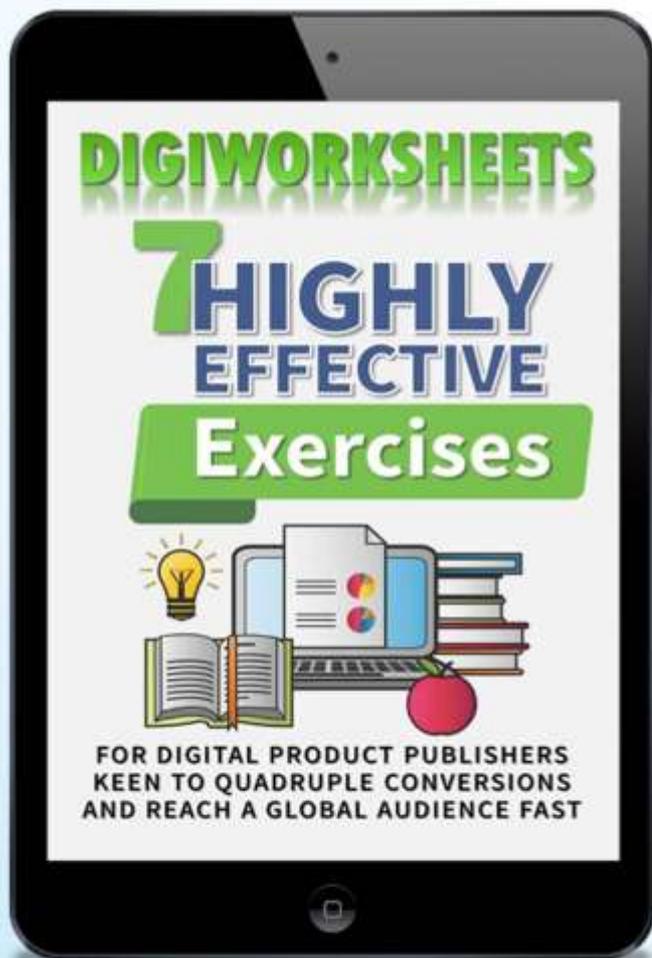
Just head over to www.3dconsultingservices.com/call and select an appointment time that's most convenient for you.

There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

I look forward to speaking with you soon and to helping you free up more time to make more money doing what you enjoy doing most.

Tim

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