

# QUICK BUSINESS BOOSTERS

## Visitor Conversion

The Four Core Elements That  
Turn Browsers Into Buyers



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*



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# **Introduction**

So let's imagine for a moment that you have good amounts of targeted traffic coming in. Your traffic logs are looking healthy. And you're already day dreaming about how much money you'll make with all of this traffic.

Except when you go to check your PayPal accounts, you see a big goose egg. Nada. Zilch. Nothing.

Simply put, the traffic isn't converting. So while the traffic logs look impressive, all this traffic isn't translating into money in the bank.

Scary thought, right? So let's make sure it doesn't happen to you. Inside this module we'll be looking at the four core elements of traffic conversion, including:

1. Crafting Compelling Copy
2. Creating a User-Friendly Site
3. Capturing Email Addresses
4. Checking Conversion Rates

Let's get started...

## **1. Crafting Compelling Copy**

When your visitors land on your website, the first thing they're going to do is quickly scan the page to find out what it's all about. If they don't immediately see any benefit to them, they're going to hit that back button in a flash. That's why you need to learn the art of copywriting.

Now typically we think of copywriting as being for sales letters. That's true. But you can improve all your content--from sales pages to lead pages to blog posts--by learning the art of getting attention, holding attention, and getting people to take action. This action may take the form of:

- Buying a product.
- Joining your mailing list.
- Registering for a webinar.
- Entering a contest.
- Sharing content.
- Calling your business.
- Watching a video.

- Reading an article.
- Clicking on a link.
- Filling out a form.
- Joining your social media networks.
- Contacting your customer service desk.

... And just about any other action that would benefit you and/or the visitor. So let's look at how you too can use good copy to get your prospects to take action on your blog pages, lead pages, sales pages and more...

## **Step 1: Grab Attention**

You'll notice that I used the word "grab." That's because your prospects are being bombarded by ads and content all day long. The marketplace is noisy. If you're too meek with your efforts to get attention, your prospects are going to click away to chase something brighter and shinier than your page.

So what you need to do is GRAB attention, and you do that by putting your biggest benefit front and centre on your page, typically in the form of a headline.

Here are a few tips for making this benefit-driven, attention-getting headline even more effective:

- Be specific. If you use any facts or figures in your headline, be very specific. That's because specificity makes your headline more credible. For example, instead of saying \$5, give the exact amount such as \$5.33 or instead of saying 20 pounds, be specific (21.5 pounds). For example, "Here's The Shockingly Easy Way I Made \$1277.53 Last Weekend!"
- Arouse curiosity. Think of this as creating an itch that can only be scratched if the prospect keeps reading. A good way to do this is by telling people they will get a benefit, but not revealing the details of HOW they'll get that benefit. Even better is if you tell people they can get this benefit without having some typical prerequisite skills or experience (or without having to do something unpleasant). For example, "Land a CEO job – without a college degree!" Another way to arouse curiosity is simply promise to share a "secret." For example, "You're about to discover the secrets of fast weight loss!" Still another way to arouse curiosity is to ask a question. For example, "Are you making these costly home-modelling mistakes?"

- Use trigger words. The most powerful attention-getting words include: you, how to, quickly, easily, discover, secrets, revealed, free, amazing, shocking, surprising, new, powerful, and guaranteed.

For example:

“How to Quickly And Easily Double Your Conversion Rate – Guaranteed!”

“Amazing New Diet Supplement Melts The Fat While You Sleep!”

- Employ social proof. This is where your headline implies that others are getting a benefit.

For example:

“Now you too can put these weight loss secrets to work for you!”

“Who Else Wants A Full-Time Income Working Part-Time Hours?”

Now the next step...

## **Step 2: Keep Attention**

Your headline caught your visitor’s attention for about two seconds. Now you need to reel them in, set that hook, and keep their attention in the opener of your lead page, sales page, introduction to a blog post or other content.

Here are different ways to accomplish this goal:

- Elaborate on the promised benefits. In other words, continue on with what was mentioned in the headline.  
For example, “If you’re looking for a fast and easy way to lose weight, then you’ve come to the right place...”
- Ask a question. For example, “Are you struggling to get traffic to you website?”
- Present a startling statistic. For example, “This year, 564,800 people will die of cancer...”
- Tell a story. Ideally, this should be a story about someone just like the reader (so they can relate to the story).  
For example, “Jack’s friends laughed at him the second he took his shirt off at the beach and revealed his flabby love handles...”
- Agitate the problem. Here you remind your reader of the pain of the problem.

For example, “It’s devastating to work so hard on your business and yet have nothing to show for it...”

- Arouse curiosity about what’s coming.

For example, “You’re about to find out the one simple trick that is going to turn your business around and bring it into the black!”

Now once you’re holding your reader’s attention, then you need to build interest and desire in whatever it is that you’re offering (such as a lead magnet or product). To do this, you introduce the solution to your prospect’s problems, and then share a bulleted list of benefits. In other words, you let prospects know what your product or other offer will do for them.

Here are examples of benefit statements:

You’ll get [some benefit]. Example: “You’ll get three months’ worth of delicious and easy meal plans!”

You’ll discover [some secret]. Example: “You’ll discover what simple thing doctors do when they want to get rid of their own back pain!”

You’ll find out [how to get some benefit]. Example: “You’ll find out how to lose the first 10 pounds fast... without giving up your favorite desserts!”

You’ll learn [all about some topic]. Example: “You’ll learn how to get all the traffic you need in just 15 minutes a day – it’s easy!”

Warning: [insert warning]. Example: “Warning: don’t even think about taking a diet supplement until you read this shocking scientific study—see page 14!”

Revealed: [some secret revealed]. Example: “Revealed at last: How to start a profitable business with a \$41 budget!”

[Ask a frightening question...] Example: “Is your family’s health and safety at risk due to this silent killer? Find out on page 31!”

***TIP: If you’re making a lot of bold claims, you’ll need to provide some proof that what you say is true. Here’s how:***

- ***Build your own credibility by explaining why people should listen to you. For example, are you uniquely qualified to share this expertise? Do you have a certain level of experience, a degree, or perhaps you have proof that you generate results?***



- *Provide proof in the forms of testimonials, case studies, photos, videos and other evidence. For example, you can show “before” and “after” photos or videos.*
- *Offer risk reversal. If this is a paid product, then offer an unconditional money-back guarantee.*

And now the last step...

### **Step 3: Generate Action**

You’ve kept your reader’s attention by sharing the benefits of your offer. They’re very interested in what you’re offering. And now you need to get them to take a specific action, such as purchase a product or join your list. This is where you create a call to action.

Your call to action has two components:

1. The part where you very specifically tell your prospect exactly what to do. E.G., “Enter your name and email address in the form below...”
2. The part where you give them a good reason to take that specific action right now. In other words, you create a sense of urgency.

Now the first part is pretty straightforward, right? You just offer one succinct statement of what you want them to do. And you don’t ask or suggest that they do it, you command them to do it.

E.G., “Click here to get started now...”

But how do you create that sense of urgency? Here are four ways to do it:

- Limit the offer. For example, “Click here to get started – and do it now before this offer disappears for good!”
- Remind them of what bad things will happen if they don’t take action. For example, “If you do nothing, you’ll wake up tomorrow and still hate what you see when you look in the mirror...”
- Get them to imagine what good things will happen if they do take action. For example, “Just imagine how you’ll feel when you see your first big commission check...”
- Create an “everyone is doing it” scenario (which creates a fear of missing out). For example, “Don’t be the only one of your friends without this app – click here to grab your copy now!”

## Summary

Converting your traffic into subscribers or sales is all about getting attention, telling people what they'll get if they take action, and then encouraging them to take that action right away.

But that's not the only thing you need to do to convert traffic. Let's look at the next component...

## 2. Creating a User-Friendly Site

Nothing is more frustrating for a visit than not being able to do what they want on a site easily. This includes everything from a clunky ordering process to a non-intuitive navigation menu.

You know what happens when users run into these sorts of obstacles? They hit the back button. They abandon shopping carts. They leave in search of a competitor who can provide a more intuitive and user-friendly experience.

So if your traffic isn't converting, you may want to run a sweep of your pages to look for these potential problems:

### Broken Links

The good news is you can uncover broken links fast using a tool such as <http://www.brokenlinkcheck.com/>. You'll want to check your site for broken links on a regular basis, as external links in particular often change and go to 404 "page not found" errors.

### Poor Site Design/Coding

Another factor that can turn off visitors is poor site design. While your site may look great on your device (such as you desktop), it may look horrible for those who are accessing your site on a tablet or phone.

Keep these tips in mind:

- Use responsive themes and designs. These are designs that automatically create the best experience according to the device the viewer is using.
- Check what your site looks like across devices. Here's a good tool to use: <http://quirktools.com/screenfly/>.

- Check for poor coding. Sometimes bad code creates errors instead of showing the web page. Be sure to check your pages on a regular basis to look for these sorts of errors.

Next...

## **Non-Working Forms/Scripts**

If you have software, forms or other scripts running on your website, be sure to check them frequently to be sure they're in good working order. This includes:

- Opt-in forms.
- Order forms.
- Content management systems, such as WordPress.
- WordPress plugins.
- Content rotation scripts (such as ad servers).
- Image galleries.
- Javascript.
- Forums.
- Contact forms.
- Help desk software.
- Affiliate tracking.
- Split-testing tools.

... And anything else that runs on the front or backend of the site, which could produce errors for visitors.

## **Complicated Ordering/Subscription/Registration Process**

Another big factor that can result in low conversions rates is if you make your prospects jump through hoops to complete an order, join your list, register for a webinar or complete some other process.

Take a fresh look at your order form and other processes and ask yourself how it could be made easier.

For example, when someone clicks on your "buy now" link, it should go directly to the order form. Don't force prospects to register for an account before they can order, as that will have a lot of people abandoning their shopping carts before completing the order.

***TIP: Yes, a confirmed opt-in subscription process does create a hoop for your prospects to jump through before they can join your list. In turn, this hoop***

*lowers your conversion rate. HOWEVER – a confirmed opt-in process does protect you against spam complaints, as you can prove that the email recipient agreed to receive your emails.*

*Point is, sometimes a “hoop” is justified, such as when you need to legally protect yourself. The key is to not insert unnecessary hoops into a process.*

Next...

## **Non-Intuitive Navigation**

Another thing that can have visitors hitting the back button out of sheer frustration is when your site’s overall navigation isn’t very intuitive. Perhaps the links aren’t labeled well, so it’s not clear where someone is going to end up when they click on a link.

*TIP: If visitors are using your search function frequently, it may be because they can’t find what they want by navigating your menu.*

But here’s the problem...

You may be a bit too close to your site to recognize these problems. What may seem logical and intuitive to you may be completely frustrating to the users.

So here’s what you need to do...

Invite three to five real users (meaning people from your niche market) to complete common tasks on your site.

For example:

- Place an order.
- Create a help desk ticket.
- Join your mailing list.
- Find a product.
- Read your blog.
- Find a specific article on your blog.
- Join your social media networks.

It’s best if you do this test with your test-user in the same room as you. If that’s not possible, set up video conference where you can see their screen as well as their face. That way, you can watch their face for signs of confusion or frustration, and you can watch their screen to see where they slow down or run into problems when trying to complete a process.



You can also ask your test-users questions, such as what they would expect to find behind each link on your navigation menu, or what they would expect to happen if they clicked on certain items or filled out a form. This will give you some insight as to whether your navigation is truly intuitive.

## **Summary**

Frustrated visitors don't stick around for too long, which is why a site that isn't user-friendly often doesn't convert its traffic very well. So be sure your site is usable and intuitive, and then move onto the next part of the traffic conversion puzzle...

## **3. Capturing Email Addresses**

You can have highly targeted traffic flowing into a really good offer with compelling sales copy, and you can still experience low sales conversions.

And here's why: most people don't buy a product the first time they encounter it. This is particularly true if they're unfamiliar with you, your business and your brand.

You see, people generally need about seven or so "touches" with a product or business before they feel comfortable enough to make a purchase. In other cases, people may bookmark your page with the intention of coming back to make the purchase, but they forget about it. No matter the reason for not ordering, the end result is that you have a pretty dismal conversion rate.

So here's what you need to do: capture your prospects' email address onto your mailing list so that you can follow up via email, build a trusting relationship, and close the sale. Here's how to do it...

### **Step 1: Create an Enticing Lead Magnet**

The first thing you need to do is give your prospects a good reason to join your list. And that good reason is that they'll receive a highly desirable and valuable product in exchange for their email address.

For example:

- A report or ebook.
- Video.
- Audio.
- Access to a webinar or its replay.
- Gear list.
- Checklists.

- Worksheets.
- Templates.
- Planners or calendars.
- Cheat sheets.
- Mind maps.
- Infographics.
- Access to a membership site.
- Software, apps or other tools.

Keep these tips in mind as you design your lead magnet:

- Be sure it's something people want. Do your market research to find out what people are already buying, and then create a better version to offer as a lead magnet.
- Create something highly related to your offer. Your lead magnet should be useful yet incomplete. This means it solves part of your prospect's problem, but they need to purchase an offer to solve the rest of their problem.

For example:

- You offer a weight loss tips report to help promote a comprehensive diet guide.
  - You offer a set of copywriting templates to promote a copywriting course.
  - You offer a cardio training video to promote a heart-healthy lifestyle program.
  - You offer a light version of a resume-building app to promote the full-featured version.
- Be sure your lead magnet naturally leads to the paid offer. When people reach the end of your lead magnet, they should be ready to take the next step (which is to purchase your paid offer). And you should encourage them to take this step.  
  
For example, "Now that you know how to set up your WordPress blog, your next step is to monetize your blog. Click here to find out how..."
  - Brainstorm a good title. Some of your prospects are going to make their decision to join your list based mainly on the title of your lead magnet product. So be sure you create a benefit-driven title.

For example:

- How to [Get a Benefit]. Example: “How To Beat The Competition”
- The #1 Way to [Get a Benefit]. Example: “The #1 Way To Get Rid of Wrinkles”
- [Get a Benefit] [Very Fast/Easy]. Example: Housetrain Your Puppy The Fast and Easy Way

Now the next step...

## **Step 2: Design a Lead Page**

Now you need to create a professional-looking lead page with compelling sales copy that persuades people to exchange their email addresses for your lead magnet.

This doesn't need to be a long page of copy. Generally, a headline with a half a dozen benefit statements and a call to action will do the trick. Refer to the copywriting tips earlier in this module for more information about how to write copy that converts.

The second part of this page that's going to affect conversions is the overall design of the page. If it looks like a kindergartner designed the page, it's not going to inspire much confidence. People aren't going to trust you enough to give you their email addresses, and you'll end up with a low subscriber rate.

If you don't have the design skills needed to create a good lead page, then consider one of these options:

1. Use a template. You can search for “HTML templates” in Google and find both free and premium (paid) templates. If you choose this option, be sure to use a template from a reputable company so that you don't have malicious code embedded into your page.
2. Use WordPress.org. Then you can download a professional theme and use that for your lead page.
3. Hire a designer. This is a good option if you want something unique. You can also hire a designer to customize a template (which is less expensive than hiring a designer to create something completely from scratch).
4. Use a service like LeadPages.net. This tool lets you build lead pages even if you're not a designer, and it offers additional features such as built-in statistics to track conversions.

Obviously, your lead page will also need an opt-in form. What you'll do here is choose a reputable email service provider (such as Aweber.com, GetResponse.com or similar), and follow their onsite instructions for creating the opt-in form.

Most of the bigger companies have form-building tools so you can quickly and easily create your form to match your lead page. Then all you have to do is copy and paste a small piece of code into your lead page. Again, you'll find complete instructions in the email service provider's help files.

### **Step 3: Set Up Your Autoresponder Series**

The next step is to create and then upload a series of five to seven follow up emails. You'll create this series with these two goals in mind:

1. Building a trusting relationship with your new subscribers. You do this by providing good content and recommendations that solve your prospects' problems. Don't withhold anything—share some of your BEST stuff with your subscribers. They'll be so impressed with your free solutions that they'll be eager to spend money on your premium solutions.
2. Generating sales. Every email you send out will also include a pitch for a product. The content you provide will naturally lead to this paid solution. Just like the lead magnet, your emails will be useful yet incomplete.

So let me share with you different examples of a five-part autoresponder series:

- The Five Steps For Launching a Six-Figure Business. This would be good for preselling a business course like [www.digiworksheets.com](http://www.digiworksheets.com).
- Five Surefire Ways to Burn the Fat. This would presell a weight loss membership site.
- Five Tips For Looking 10 Years Younger. This would presell an anti-aging video.
- Five Resources Every Copywriter Ought To Be Using. This would presell a copywriting ecourse.

In these examples, each email would include one step, way, tip or resource related to the topic at hand. And the end of each email would include a pitch for the relevant product.

For example: "What do six figure coaches do differently than everyone else? Answer: They know how to maximize their profits at every level of their business. And now you too can discover these secrets for yourself! Click here to get started [www.SeeHowHere.com](http://www.SeeHowHere.com)..."



And now the final step of this process...

### **Step 4: Promote The Lead Page**

Once you have your lead-capture system ready to go, then you can start promoting your lead page. Specifically:

- Send external (cold) traffic to your lead page. If you send cold traffic straight to a sales page, the overwhelming majority—up to 99%-- will leave without buying anything, and there's very little chance they'll come back. But send them to an enticing free offer, and you might capture 10%, 20% or even more of this traffic onto your mailing list. You can then follow up to close the sale, which creates a relatively high conversion rate.
- Use exit redirects. Whenever someone is exiting your site, whether that's from a blog post, sales letter or some other page, you can redirect them to your lead page. This is your last-ditch effort to get them on your mailing list before they're gone for good.

***TIP: You can search Google for instructions on how to code a redirect, you can use an exit redirect plugin if you're using WordPress, or you can use a tool like [CatchaMonkey.com](#).***

### **Summary**

The third part of the conversion puzzle is to create a lead-capture system, which gets people on your mailing list so that you can follow up with them repeatedly. Not only does this boost conversions on the main offer you're promoting, but you're sure to turn some of these new customers into repeat buyers.

And now the last pieces you need to snap into place to convert your traffic...

## **4. Checking Conversion Rates**

The last component of converting traffic is to test, track and tweak the various parts of your website and lead-capture system to optimize conversions.

A lot of marketers think that if people are joining their list and buying products, then that's good enough. But that attitude leaves money on the table – sometimes a LOT of money. Marketers often report doubling or tripling their conversion rates with just a few tweaks – and that can add many thousands of dollars to your bottom line. So here's how to do it...

## Step 1: Select Your Tools

Generally, what you'll do is a simple A/B split test, which means that you test two version of a web page or email to see which ones converts the best. For this sort of test, you'll need a simple A/B split testing script or tool.

Here are your options:

- Use a tool like SplitTestMonkey.com, or search Google for something similar.
- Check your platforms to see if there are any tools built in. For example, if you use LeadPages.net to create your lead pages, you'll have access to basic data for testing purposes.

***TIP: If you need something more powerful, you might look at options such as Google Analytics, or the open-source alternative at Piwik.org.***

Next...

## Step 2: Specify What You're Testing

You can test just about every factor on your website and in your email campaigns. But here's the important thing to remember: just a small handful of factors are going to be largely responsible for the bump you get to your conversion rates. So you want to focus 80% of your time and resources on those few factors that are going to make the most difference.

Here are the big ones:

- Your overall offer. This is what all you include in our offer, how you position it in the marketplace, and the price of the offer.
- Your headline/subject line. The headline on your sales pages and lead pages, as well as your email subject lines, can make or break your success. If your headline or subject line doesn't grab attention, people will click away without reading any further.
- Your site design. People do judge a book by its cover. That's why you'll want to test your overall design to see how it affects conversion rates. (Note: here we're referring to major design changes, not small tweaks that are hardly noticeable.)

***NOTE: If you're using short-form copy on a lead page, such as a headline, handful of benefits and a call to action, then each of those factors is going to carry a lot of weight. That means you should devote equal time to testing all of them.***

While the factors above are generally the ones that create the biggest boost to conversion rates, there are plenty of other factors to test, including:

- The bulleted list of benefits.
- The opener to your lead page, sales page or email.
- The call to action (including the text, as well as the button design, where applicable).
- The postscript.
- The subheadlines sprinkled throughout the sales page or lead page.
- Smaller design elements, like the color of the headline, whether a header is at the top of the sales page, choice of graphics, etc.
- The day and time of the day when you send emails.
- The products you're promoting in emails.

And of course there are dozens of other small factors, such as the font you use, which pieces of text you italicize in a sales letter and so on. However, testing these small factors isn't going to create a big boost to your conversion rates, so your time is better spent on those bigger factors mentioned above.

Now the final step...

### **Step 3: Set Up Your Test**

Once you've determined what you're going to test, then you can start setting up your test.

So let's suppose you decide you're going to test the headline on a lead page, as that's a factor that will influence conversions in a big way. What you'll do is create two identical versions of your lead page, with the **ONLY** difference being the headline.

That bit is important: aside from the headline, you need to hold all other variables constant. That way, if you see a significant difference between conversion rates for your two pages, then you can be confident that the difference was caused by the headline you were testing and not some other variable that you failed to control for.

Once you create your identical pages, then you can load up the two links into your split testing tool. The split testing tool will randomly send equal amounts of traffic to the two versions of your web page. The tool will also keep track of the overall conversion so you can determine which version is your winner.

*NOTE: You should run your test for at least one week. That way, you've sent traffic over seven days, so the day of the week is not going to be a factor influencing conversion rates.*

Most testing tools (such as Split Test Monkey) will let you set your parameters, and then it will tell which version of your page is the winner. The winner is referred to as your control page. You then test your control page against other versions. In this example, that means you'd test your control headline against other headlines to see if you can beat your control and boost your conversion rate even further.

Once you get to the point of diminishing returns with one factor, then move on and test another factor. In this particular example, you'd stop testing the headline and perhaps test the overall offer.

So, now let's wrap things up...

## Conclusion

So there you have it – you just learned the four parts of converting your traffic into subscribers and sales.

Here's a quick recap of these four parts:

1. **Crafting Compelling Copy.** One of the best skills you can learn is the art and science of writing good sales copy. This skill can increase your sales, grow your list, and even get more people reading your content, entering your contests and registering for your webinars.
2. **Creating a User-Friendly Site.** Simply put, if your site is easy to use, then people are going to be more likely to stick around. And that means you'll enjoy a higher conversion rate.
3. **Capturing Email Addresses.** Most people don't buy something the first time they see it, which is why cold traffic creates low conversion rates. That's also why you'll want to get your cold traffic on a mailing list, so you can warm them up, build relationships and close the sale via follow up emails.
4. **Checking Conversion Rates.** The final piece to converting your traffic is to check the parts of your website to see if you can optimize response rates. Testing big factors like headlines can often double or even triple your conversion rates, so it's well worth the effort.



Hopefully, this short report has provided you with a solid introduction as to the four parts to converting traffic and will help to accelerate your business growth, if that's one of your primary, long-term objectives. Your next step is to take action. Because the sooner you snap all four of these pieces into place, the sooner you'll see more traffic, more subscribers, more sales and more money in your pocket! Though, I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

**[www.3dConsultingServices.com](http://www.3dConsultingServices.com)**

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

We guarantee you'll be delighted you did!

## About The Author:



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

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

And 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 specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business 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 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 confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that's most convenient for you.

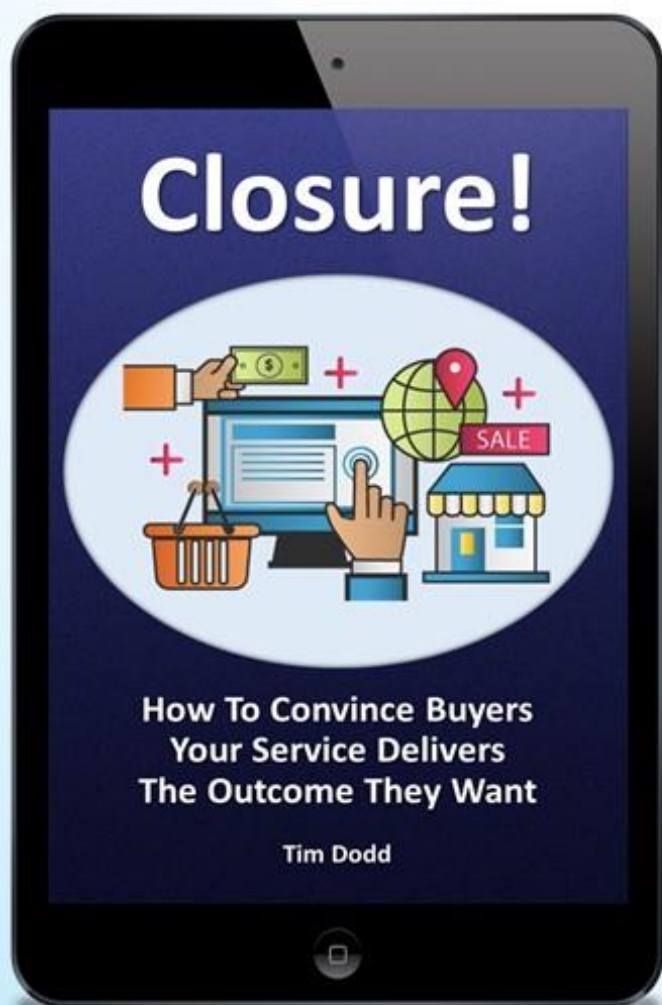
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*

**These Days Traffic Generation Isn't A Problem.  
Convincing Browsers To Buy Is The Challenge!  
Yet, A Few Little Tweaks To Your Website Can  
Soon Fix That When You Know What To Change...**



**Readers Who Implement These  
Changes Truly Appreciate The  
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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