

Make My Website Sell
Created by Andrew Fox & Dave Mizrachi

MakeMyWebsiteSell: **Response Boosting Design Tricks Tele-** **seminar Transcripts**

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Andrew: I'm just going to start the call here. There will be a bit of background on how this teleconference took place, and I'll let you know how I actually met Dave, and why he is called one of the best, not even web designers, but sale designers. I met Dave about four years ago from a friend, [Lee Benson]. He was like this super-amazing web designer, but he understood how to create direct-response marketing websites.

In other words, he's a web designer who understands marketing. I'm sure many of you have had that problem, where you have a web designer, they're nice guys, and they can make you a website that looks good, but you're not making any sales. So when I met Dave Mizrachi, I was amazed by him.

Dave had been designing my websites from three or four years ago, and I actually didn't tell too many people about him because he was like my secret weapon. People were asking me, "How do you get these sites done?" I wasn't even telling people where to go. Dave worked for a sort of an underground, elite set of clients.

Some of his more recent clients included Armand Morin. Armand got up on the stage—I'm not even sure if Dave wanted him to do this—and just said, "There's only one person I trust for designing incredible websites that sell, and that's Dave Mizrachi." The room just flocked to Dave after this, and rather than me telling you the story, I'll introduce you to Dave now.

Dave: Thanks, Andrew. I appreciate that. That's pretty incredible. Yes, that Big Seminar was probably the biggest [catalyst] in my career. The next thing I knew—after Armand got up on stage—I had about 400 people swarming me, asking all kinds of questions and whatnot, which was really cool, because I got a chance to help a lot of people.

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I have to admit, we have a very special guest speaker on the line right now. This guy's one of my biggest mentors, inspirations, you name it. Everybody knows him—copywriter Michel Fortin.

Michel: Thanks, Dave. Thanks, Andrew.

Dave: Thanks for being on the call. I really appreciate it. You know, when I started, you were one of my biggest influences. I used to read everything that you wrote, check out all your websites, and everything like that. So I just wanted to say, thanks for doing some kick-butt work.

Michel: Well, thank you. I appreciate that. I'm blushing! How much do I owe you now?

Dave: I'll get you beers at Yanik's.

Michel: All right.

Dave: We've got a lot to talk about on this call. Hopefully, we'll get a chance to cover everything. I basically broke down this call into six sections. The first thing is Direct-Response Design Mistakes. Then, The Six Biggest Reasons Why Websites Fail, The Psychology of a Website Visitor, Understanding How a Web Visitor Thinks, Opt-In Page Tactics, Dramatically Boost Your Opt-In Rate, Sales Response-Boosting Design Tricks, Order-Page Sales Tactics, and Upsells.

So there is a lot of stuff on the call. Rather than just BS for a while, let's just dig into it. The first thing is, The Six Biggest Reasons Why Websites Fail. This is something I've noticed universally through all the websites I look at. I've surfed for years; I've been surfing day in and day out looking for every single marketing website I can find.

It's been an obsession of mine since I got started back in 1999. If you have the worksheet, you'll notice that there are a lot of blanks, so you might want to fill this in.

Andrew: Sorry, Dave. Could I just butt in here? If you don't have the worksheet, you can go to the main domain at www.MakeMyWebsiteSell.com, and it will be at the very top of the page where you can download the PDF. It means you can read it on your computer, or you can print it off and scroll down. It will make this teleseminar experience a lot better.

Just before we continue, I want to stress that in a lot of teleconferences, people just talk and they don't have any ideas. You come off the call without having any crystal-clear, concrete steps to improve your website. After this call, I can guarantee you're going to have at least 50-60 things

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that you can do in your website, that are not going to cost you anything, and that are going to increase your sales.

Dave is the real deal. It's not hype and it's not BS. He actually forgot to mention that the last website that he created was Mike Filsaime's www.ButterflyMarketing.com, which sold \$1.2 million in seven days and I think, \$1.5 million in the following 25 days. So, make no mistake; what you're going to learn here, make sure you implement it because it's all good stuff. So, with that, I'm going to pass you onto the expert, Mr. Dave. He can tell you exactly what you're doing wrong.

Dave: Before I get to that, you brought up something, and I want to dispel a very common myth that I think most people have. I've spent hours and hours—Andrew, you've seen it—on these marketing message boards just looking at what people are saying, and spending time and helping out people. People think that direct-response design or web design for direct response is about putting in the colors here, making a background graphic or a header graphic, or making it look like that.

From my perspective, I see it as so much farther and so much more than that. I guess I kind of see it like an Indy racecar, where every little fine-tune that I can make to it is going to increase things little by little. Eventually, what's going to happen is that you have a website that's converting at a very, very high rate.

Then you can go on and start another Internet business, and another one, and another one because you've got the system down. The thing that I always look at when I view redesigns of websites is: How can I improve the customer's website? How can I simplify the whole experience for the website visitor?

I think you need to have that in mind with everything that you're doing. If you want to simplify the decision for the website visitor, make it easy for them to do the thing you want them to do. I think most people, Andrew, just don't do that. So, let's get back to these mistakes. The first thing is that they don't capture names and email addresses. This is fundamental, but you'd be surprised. Most people don't understand this. Mike, what's a really high conversion rate that you've seen on a first-time letter?

Michel: A really high, first-time conversion rate on a sales letter I'd just written? Is that what you're saying?

Dave: Or anything that you've seen.

Michel: It's 47%.

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Dave: Forty-seven percent. But even at that rate, you're looking at about 50% of the visitors leaving the website without anything.

Michel: Exactly.

Dave: So that's why it's important to collect those names and email addresses. If you're looking to sell anything online, you must be collecting names and emails. If you combine that with a free offer on an opt-in page, a hover ad, or an exit pop-up, you basically have a system where you can take the website visitors—who may be interested—and then you can turn them into a 'yes' over the course of time.

That's why having an autoresponder and really focusing on writing those is a very big key to taking your website and making it profitable. The other thing—reason number two—is you're selling a product that nobody wants, and I put 'i.e. low demand.' I was talking to Andrew about this. We always thought that people tend to think that they're the customer. They get excited about a product, but they never really think about the target market.

Andrew: Yes, Dave. It's unbelievable since I started seven years ago. People go in and they're really enthusiastic—and I know a lot here on this call will be like this. They really want to make this product, they want it to be really successful, they just [inaudible] this product and put up this website, and then, they want to start making sales.

Most of time, the harsh reality is, it doesn't work. We're not going to talk about that today because this is more about designing your website to sell, but it's just a key point that you want to research your market before you go ahead with things like that. Dave, one of the reasons your websites sell so much is that they have something we all need—we call it a clear-cut objective. People have these websites with links all over the place leading them off the page.

Dave: You know what it is, Andrew? They have so many mistakes in the way that they're set up. They're not set up correctly, and what happens is, people tend to be so [consumed about getting traffic] to the website—so much traffic, so much traffic, so much traffic, but they have all these leaks on their website, so I think you need to fix the leaks in your website first, and then concentrate on building traffic and scaling it up.

Michel: I'd like to add my five cents if I could, guys.

Andrew: Certainly.

Dave: Absolutely.

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Michel: One thing that a lot of people don't understand is—and this is something that I teach in my course about copywriting that applies very well to website design—they tend to design their websites, format their websites, and make changes to their websites, but their conversion rate still stinks. The first thing they do is blame the design, or they'll try to redesign it in the hope that it'll increase conversion.

Well, guess what? The three reasons why a website or sales letter sells—in order of priority—are your market, your offer, and then your copy. And those are the top three things, but they are very much in order of priority. Why is that important? Because the market is what a lot of people fail at.

People tend to market to the wrong market, or they will try to get traffic to their website, and then they'll base their decisions on how well a sales letter or a web design is performing based on numbers that are probably a little skewed there. That's why it's so important not to make judgment calls.

I think the best example of that is when I did a critique of a lady who was selling a book on how to cure your insomnia. We discovered that a lot of people were finding the website through keywords like insomnia. The letter was designed really well, it was formatted really well, and the copy, of course, was pretty good.

We dug a little deeper, and we found out that it wasn't because people were looking for insomnia. What she was doing was finding out search terms or buying pay-per-click (PPC) ads with words like insomnia. The problem with that is that people who are looking for insomnia are just looking for medical information, or just typical information on insomnia. They're not really looking for a cure for insomnia.

They might be, in the backs of their minds, but we went after the market that was really in need of this. People who, for example, have trouble sleeping at night and even people who feel they're going to sleep but are really in this half-awakened state. We found out that that's really just another form of insomnia, but the end benefits, the end results, were more energy.

If you slept better at night you had more energy, were more productive, would advance in your career, would have better relationships with your spouse and children, and so on and so forth. So we attacked that market instead, and of course, sales went up. It's so important to really have the proper market.

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So when you say ‘low demand,’ it might not necessarily be because it’s a low demand—maybe it’s the wrong demand. Before you look at your website and say, “Okay, how do I redesign my website to convert more?” you have to really be careful, fully understand, and analyze first: Are you attacking the right market?

Dave: You’ve got to dig deeper. You guys dug deeper with the problem, and then you found the right solution.

Andrew: There’s an interesting thing here. This is the greatest way, if you’re going to go into your market, the first thing you can do—and I’m sure Mike and Dave agree with this—is analyze your competition. If you want to provide investment services or write an ebook about it, go to Google, type in “investment services,” and start clicking on ads.

The people are paying money for those AdWords along the right-hand side of the page. Go through the top people’s pages and see what they’re doing right. Why reinvent the wheel? It’s such a great way just to see what other people are doing, to see what the hot buttons are, and to see what headline people are using that might be a common thing with that market.

For example, if you look at *Men’s Health* magazine or *Men’s Fitness*, you always see the same recurring things. You always see an emphasis on making bigger biceps or having the perfect ab workout. You can always tell by looking at the competition what the hot buttons in the market are. These magazines are massive, multi-million-dollar companies, and they’re not going to put something on the front cover of an offline magazine if it doesn’t work. So that’s more of an advanced technique, but very simple to use.

Dave: With that specific thing—that was reason number four, Your Website Doesn’t Stand Out—I always look at the competition for my clients, in terms of what they’re doing. Then I see the type of websites that I’m up against in terms of the copy, in terms of the marketing, in terms of the strategy because every market’s different; they have different nuances.

The answer that you guys are looking for in this specific one is to make your website stand out, it’s especially vital in the first fold. What I mean by that is at the first screen of your website. We’ll get more into that a little bit later. Reason number five is You’re Lacking Traffic.

I’m not going to go into that because that’s the farthest thing from my specialty. Number six is Your Copy Isn’t Formatted Effectively to Sell. Mike, I know you had an article on your blog where I read about this—it was probably like a couple of weeks ago, right?

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Michel: Yes. This is actually a really cool thing, and I want to make sure that people understand this. We're not talking about web design on this call. I want to stress that. That's really important because people come to this call thinking that we're going to be talking about really cool, nifty, flashy, fancy web design graphics, Flash animation, and all that wonderful stuff.

You have to understand that this is really about designing for direct-response. This is really direct-response designing, not web designing. Of course, there are differences between websites that truly, truly stink. There are two ends of the scale: there are the very fancy, [grant]-oriented, million-dollar companies who spent a huge ad budget on creating fancy websites that only entertain and are only meant to build a brand.

And there's the other end of the scale, where people design websites that look like they've been put together by a preschooler. There's a fine line, there's a middle, and Dave is actually one of the masters at that. I've referred him a lot of clients in the past and I still do, because he knows how to do that.

There's a difference between formatting that increases readership, understanding and comprehension, and sales. There's a big difference between that and looking fancy or looking clunky. There's a fine middle there. What we want to teach you on this call—and what Dave is doing a good job at—is to express some of the mistakes people make, as well as some of the misunderstandings and myths that we commonly see in our business.

Tons of people come to me and want a fancy-looking website. Well, guess what? The fancy-looking website is not going to give you more sales. It's going to make you look good. People will find it entertaining and they'll actually send you a whole bunch of emails saying, "Hey, great website! I love your website!" But, "Did you buy?" That's the bottom line.

Dave: Not to cut you off, Mike, but there's a funny thing. Every time I have a client who is pretty new, they want something really good-looking with all these graphics and everything. The question I ask them is, "Do you want it to look good or do you want it to sell?"

Michel: Exactly. The question is, "Do you want to look good, or do you want to sell? Do you want to make money?" Like I said, there are two extremes. On this call, we are not here to tell you that you should become an affiliate junkie with a website that has a gazillion links, with banners, with a whole bunch of different colors, with a whole bunch of different font styles, and with four or five million exclamation marks after your headline.

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That's not what I'm talking about. That's the other extreme. There is a fine middle. You do want to communicate the subtle nuances of professionalism, that you're credible and believable, because you do communicate beyond the copy and beyond the message.

I am a big believer in cleanliness and professionalism, not so much to entertain, but to increase readership and credibility, and eventually—and of course, the ultimate reason—to increase sales. So that's what Dave does and is very good at. This is what I teach to all of my clients whenever I do critique of copy.

Very often when I critique a copy, I look at the copy and it's really great copy, but maybe people are just not grasping it with enough comprehension, or maybe the cleanliness and formatting of the copy doesn't help the person to keep on reading, but it stumps them at some point because it just tires the eyes..

There are a lot of poor formatting and poor design things that actually cause people to lose readership and lose interest, and those are the types of people who will click away and never buy your product even though you had the best copy in the world.

Dave: Yes. I went to a very famous advertising school, and one of my teachers—a very famous person in the advertising industry—said that the design is not there to make somebody buy anything. The design is there to help the copy, and the design is there to make you trust the copy and read the copy.

Michel: Exactly.

Dave: You could have the greatest copy, but if it's not readable, then it doesn't matter.

Michel: Think of the very famous AIDA formula. The AIDA formula is a very standard formula used in pretty much the entire advertising industry. It means Attention, Interest, Desire, and Action. So your job in any kind of copy, any kind of website, or any kind of ad, is to first grab people's attention.

Your job is also to create a bit of interest in what you're trying to sell or the story you're trying to tell in your copy on your website, increase desire in what you're trying to sell, and then, of course, get them to do something, which is a call to action. Design, formatting—all those things that Dave does and is talking about on this call, and that Andrew is talking about on this call—are elements that should help any one of those four elements.

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When you want to entertain, is that part of the AIDA formula? No. If you want to build a brand? Possibly. Maybe that's the [last] action, but I doubt a lot of people on this call want to build brands—they really want to make money. And finally, is your website there just to make all kinds of colors and all kinds of fonts, just trying to get your message out? Then you're not following any one of the four parts of the formula.

Just remember that in your mind whenever you're looking at your web design. Does it increase attention and increase interest? Does it increase desire, and does it get people to act?

Andrew: Mike, I think this is very interesting. This is sort of moving on to our next topic, which we've entitled The Psychology of a Web Visitor. You've got to understand that with the normal media, when you're reading traditional magazines and stuff like that, it's not as easy to get distracted. But the Internet is crazy. It moves so fast.

It's like standing in New York and watching one of those films where everything's speeded up 10 times. Just everything is happening. One of the most important things that Dave understands is how people don't really read online. They scan, they come to your web page...

Dave: Let me stop you for a second because it's important that you understand who it's coming from. Jakob Nielsen is one of the authorities on web usability. In his book, *50 Websites Deconstructed*, I think he said something to the effect that people don't read online, they scan. People read web pages very differently than they do printed pages, so you need to understand that it's a different medium.

I think in this research report they said that 79% of the people they tested skimmed the pages very quickly, while only 16% read every word. This is why it's really, really important that you format your copy effectively so that it captures the most eyeballs initially.

Michel: Look at it this way: if you had a single direct-mail letter in front of you, you're focusing on that one, single, direct-mail piece. If you're reading a book, you've got just that one book. But when you're on the Internet, you'll have multiple browser windows open, you'll have your email open, you'll have your instant messenger open, you'll have your desktop, you might have some other application open, or you might be doing something else.

That is very, very akin to a newspaper. In a newspaper, you don't read the very first word of the newspaper all the way through to the very last word of the very last page. Of course you don't. There are two elements in the

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newspaper—and Dave, you mentioned this so well. The first portion is the above-the-fold section, which is so important.

The second thing is the headlines or subheads. Every article in the newspaper is meant for you to scan quickly, and that's how people read newspapers. People read online the same way they read newspapers—unlike a direct-mail piece or a book, for example—they scan, they stop at any one that grabs their attention, and they start reading that.

Well, think of that as being your website, because your website is now swimming in an ocean of millions of other websites. Just like your article in a large newspaper—like *The New York Times* for example—is like one article out of several hundred. So look at it that way.

Dave: Yes, and you hit on so many of these topics. It's all about readability. That's why we use sub-headlines, Johnson boxes, handwritten notes, and stuff like that. It's all designed to get somebody to read that sales letter that you spent money for, that a great copywriter—like yourself—wrote. That first fold is really, really vital.

We'll talk about some techniques later on, on what you can do to increase readability in those areas. Like we talked about before, the most important part of your copy is the headline. One of the things I got from you Mike, very early on, is that people never believe anything at first.

I remember you taught this years ago. You said something to the effect of it being really hard to believe what's true and what's not, and that we need to create some believability that what we have to offer is important and that it ties into the needs, wants, goals, and desires of the person reading.

Michel: Right. This sort of continues what Jakob Nielsen said. When I teach this to other students, I have this portion of my seminar that stresses the fact that people never read anything at first, people never believe anything at first, and people never do anything at first. Well, your job is to stop them from scanning. That's the very first thing you should do.

The second part is to get them to believe what you're saying because even though you've grabbed their attention, if you seem too unbelievable, too vague, or too confusing, they're going to close their browser and leave. The third part is to get them to act, which is, of course, a call to action. But in the case of a website design, the above-the-fold section must complete those three things. It must get people to start reading, which is your headline.

You must also have quality, and I don't mean to say that you need to have a fancy website, but your design must speak for itself. It must have a

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certain level of quality so that it speaks credibility. People say, “This is not like some website that was put together with baling wire. It does communicate credibility and believability.”

The third thing, which is action in this particular case, is to keep on reading. That doesn't necessarily mean the sale, because that's part of the copy and part of the design, but it's later on. At this point, when people hit your website, you have to get them to start reading and you have to get them to instantly believe what you're saying.

That could be part copy and part design. Again, the third thing is to get them to start reading, which is the action portion. So that sort of sums it up in a big nutshell right there.

Dave: You said it better than I could. The next point that I wanted to talk about was—to fill in the blanks—‘form follows function.’ This is a very big term in web design circles, and what it means, basically, is that everything on your site—your design, your layouts, your pages, anything you put into the website—should be secondary to the purpose of the website on each particular page.

This means that everything you do has to have a reason. You want to have a reason for every single thing that's on that website. I just had this discussion with a client this afternoon, and I told him that if there's not a reason for that website, if it's not going to increase your sales, then there's no reason for it there. Make it easy for somebody to buy.

That's one of the other topics I wanted to talk about. There was a recent study by the company Jupiter Media Metrics that found convenience, usability, and marketing clarity were even more important than price for online shoppers. That's pretty interesting stuff.

Andrew: Dave, that's pretty critical, because what you're actually saying and what has been proven is that people will not actually care about the price as much if it is easier to buy. So make it easier to buy the product. You could find a product that is \$47, but if you can't find out how to order it because it's too confusing, but there's a simple order process on a product that might be \$67, [you'll buy that one].

You're actually making the buyer angry if your website is confusing. It's very important for people to realize that price is not the only thing that is going to affect people buying. A lot of people will think that if it's more expensive, they're not going to buy, but you can charge a higher price if your website is designed to make it sell, and do so in that way.

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Michel: I want to add something that's really critical, and it supports what Andrew and Dave just said. This is so critical. Randy Gage, a very famous copywriter, once said that the confused mind always says no. Think about that for a second. What if I go to your website and you're throwing at me a whole bunch of different links?

Let's say your website is meant to sell a product. You have an About Us page, you have another page about the history of your company, and you have another page about a comparative analysis chart of other competitive products. You have another link that leads to an affiliate program. And you have another link here and another link there. There's an old saying in my business that says, "If you give people too many choices they won't make one."

Dave: Yes, paralysis of analysis.

Michel: Exactly. It's like, which road do I take? Plus, the problem with that is that a buying process is linear. Remember the AIDA formula: A-I-D-A, in that order. If your website breaks that formula—for example, if I click on a link that goes to one page that talks about the price right away, I haven't even learned about the value of the product, and I don't even know what the heck you're selling in the first place, you've just lost a sale.

Keep something in mind--when I say that the confused mind always says no, another part of the confusion is that a lot of people tend to create very beautiful and very glitzy website design. Sometimes a lot of geeky web designers out there will think, "I should remove all the underlines from my links. Heck, I'll put my underlines in green instead of blue." Or, "I will not mention anywhere in my copy where to click," or whatever the case is.

There's a very well-known web designer who once said that he tested this and found out that 97.8% of the websites that he's analyzed make it confusing for people to order. It would be like saying in your copy, "Click the link" or "Here's the way you should order my product," and then people can't find a darn link.

I think you know this, Dave. Vince Flanders, who is the author of the book *Web Pages That Suck*, talked about Mystery Meat Navigation, where you don't know it's a link until you move over it with your mouse and it turns into a link. Well, guess what? How many people will actually have the accidental discovery of your order link if they have to mouse over your links in order to find out how to order your darn product?

Dave: It goes back to the fact that you're designing a website that's supposed to sell. If you had a salesman who's selling a product, would you get on the

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phone and interrupt his phone call while he's trying to sell? That's what a lot of people are doing, and they don't understand that.

It's not designed to look pretty or to get a million people saying, "I love your website. It's beautiful." You can put up another website for that. This is a direct-response. You're looking for it to get a response, so you need to have a single, central-focused, smooth, linear sequence, and you're going to improve your results.

Michel: Make your links blue and underlined. I know it sounds corny. I know it's so traditional and it's not beautiful. A lot of people will sort of freak out at that and say, "I don't want any underlines and I don't want this." Regardless, the fact remains that if you want people to order your product, make it easy for them to order. That goes as much for copy as it does for web design.

Dave: Yes, you just have to make it easy. I had one client who had two different order pages, two steps, just for somebody to order after they already said, "Yes, I want to order." From a sales letter they went to one page and then another page. Just by removing that one page, I think we increased conversions by 30% from what he was getting before. You have to make it easy for somebody to buy.

Let's talk about the third topic, Opt-In Page Tactics. We're going to show you how to dramatically boost your opt-in rate. I think this is really important because the first step in your website sales process is collecting that name and email. The first thing I wanted to say is that you must measure.

Keep stats that you're communicating the right thing to your target market. You can measure that by the opt-in rate or opt-in percentage—how many people are opting in versus how many people are on that page. It's very, very important that you keep stats on every single page you have up so that you can measure every page and the performance of every page.

Andrew: Dave, can I just interrupt here? What Dave means by measuring stats is that you want to actually know how many visitors are going to your website and how many people, for example, are opting in to your newsletter.

We're going to talk about this more nigh, but, for example, let's say you have 100 visitors who go to your website, and it's set up like a mini-sales page where you're saying, "Do you want to hear more information about how to get the best deal in car insurance? Enter your name and email." If you have 50 people who enter their name and email out of 100 visitors,

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you have a 50% conversion rate. I just wanted to explain that to make sure everybody's on track here.

Dave: It's an opt-in rate. So just keep that in mind. The other thing that I think is really important—and I've tested this out with a lot of different websites—is the free offer must tie in to your paid offer. I've seen this so many times.

I think, Andrew, when we were on the mega-yacht thing that we filmed, I remember we reviewed one of the websites, and they had a million different offers. They had some offers where you could opt-in and get a free vacation, and they were selling an Internet marketing course.

Andrew: Yes, it was crazy. We were going down this website, and it started off well. They had a headline and a sub-headline, but then they started trying to sell me a trip to the Bahamas in the middle of the letter. I think sometimes people think this works. I've actually done this myself.

Seven years ago I did the same thing. I thought, "I'll give away a free holiday ticket that I'd find from one of these websites." Some people think that it's adding value and bonus, but it's just completely confusing the visitor. It's crazy. You have to make sure that if you have something on your webpage that is totally irrelevant to your offer, you have to take it off.

Dave: Yes. The point that I'm trying to make with this is that your free offer—whether you have a newsletter, an audio interview, or a teleseminar—must tie in to the paid offer, your product or service. I guess the phrase "try before you buy" is one of the common things you can do. If you have an ebook, for instance, you can give a trial of maybe the first three chapters.

One of the key tips is to include the complete table of contents from the book with those first three chapters. Make them want to read the rest of that book. Make them want to buy the rest of that book. There are two ways that I use to collect email addresses. The first one is a name squeeze—thank you, Jonathan Mizel—and the second one is a hover ad.

I included a couple of examples. One of my favorite examples for a name-squeeze page, aside from Michel Fortin's CopyDoctor.com, is www.DoubleYourDating.com. Those sites have been around for a while. Mike, did I get the URL right?

Michel: No—it's www.TheCopyDoctor.com. If they go to CopyDoctor, they'll go to Xerox.

Dave: Sorry about that.

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Michel: No problem. Here's an interesting point—and you make a really good, valid point—your opt-in could be something for free, of course, and from a copy standpoint, I always tell people to explain why. This is something that my beautiful fiancée, Sylvie, has taught a lot in her own consultation with her clients.

The reasons why will always outsell no reasons why. Just because you're giving something for free means squat. People are going to think in the back of their minds, "Why is he doing that?" or "Why is she doing that?" And then people will not opt-in because they fear not opting in. A lot of people don't use the opt-in name-squeeze process because they fear that a lot of people will just get fed up so they won't want to opt-in.

That's not the reason. The reason is that you don't give them ample reasons as to why they should opt-in, and that's really critical. Here's a good example with TheCopyDoctor site. The sales letter, the resulting thank-you page when people finally subscribe, is the sales letter that promotes TheCopyDoctor site, which is essentially a bunch of videos.

On the sales letter, I also offer a free, 18-minute sampler. I took my opt-in page before people hit the sales letter, and it offered the free, 18-minute video. When people subscribe, they're getting the 18-minute video, but they're also getting the sales letter at the same time. So the free offer—exactly what you just said, David—is tied into the paid offer. I just wanted to sort of underline that.

Dave: Yes, it's important. The thing is, you have this system in place to collect those emails. You're doing it and you have that system in place. It's not difficult—it's very simple to do. You do an interesting thing on yours that other sites don't do. With a lot of sites, typically the squeeze page is on the first fold. And I noticed on some of the sites, including yours, you've done it a little bit differently. Have you tested both out, or have you seen any difference?

Michel: You do need a bit of copy. One of my mentors in this business is Gary Halbert, and he always said that you have to sell the free stuff as hard as you sell the paid stuff. I believe that to a degree because I've tested it, but I found that if you sell people too hard on the opt-in—it's just an opt-in, folks—and if you have 20 pages of copy just to sell them an opt-in, it's not going to do well for you or it's going to give them the wrong frame of mind.

I've found that my opt-in rates went down whenever there was too much copy, but I also found that the opt-in rate was not so bad, but not as good whenever there was just an opt-in box with just a bit of copy. I found that

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giving them a few extra paragraphs, especially with bullets and reasons why they should opt-in, increased my opt-in rate dramatically.

Here's another key point about testing and gathering statistics and why that's so important. If you're a little afraid of testing stuff on your web design and on your sales letter on your website, use your opt-in page as your hotbed for testing. Use your opt-in page to test out different little things so when you find what really gets people to take action, then you can apply some of these changes to your sales letter.

You'll see a huge boost in the back end when you do that because that's the part of testing. A lot of people sit on goldmines by just putting up a website and not knowing exactly what's working. I think it was the famous advertiser/copywriter [Wanamaker] who said, "I know that half of my advertising is wasted, I just don't know which half."

Dave: You have to test. You, John, and everybody completely drilled it into my head.

Michel: Absolutely.

Dave: You have to test. And, for the last probably 12 months, we've actually been working on a major system to do that.

Michel: I'll give you an example. You have a website and you have a long sales letter. You've had it for two years and you haven't tested it. Now you decide to test. Let's say you decide to put in a picture, you decide to format your website a certain way, or you decide to do something a little different with your web design.

Lo and behold, let's say your sales rate went from 1% to 3%. You just tripled your response rate. Now, that's not the problem. The problem is that you're going to kick yourself by realizing that if your website has been online for two years, you've just left all the money on the table for two years that could have been in your pocket.

Andrew: Mike, I just want to point out something to people, as well. Testing is very important, agreed. But you must only test one element at a time. Say you have a sales page and you have your headline and you change the wording of the headline and you change the color. Which one has worked, Mike?

Michel: Yes, exactly. I didn't mean to omit that because it's very important. You want to test one variable at a time because you don't know. You might do a whole bunch of changes to your sales letter and you might get the same conversion rate, so you're thinking, "Okay, it didn't work." Maybe one thing actually increased response and the other thing decreased response,

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and they cancelled each other out. Yes, that's very important. You're absolutely right, Andrew. You have to test one variable at a time.

Dave: It's really important. I want to totally stress that. When I started doing some work for Armand, one of the first things that I noticed was that people at that level in the industry were testing fanatically. I remember a conversation I had with him at about 3:00 in the morning, and he was telling me all the things he was testing at the moment. I was in shock. Here I had worked with a lot of people who are just getting started, and they don't do anything like that, on a totally different level.

Michel: I didn't want the call to turn into a testing call, but it's an important point when you talk web design. There are a lot of great changes that Dave, Andrew, and I will tell you about on this call, but the ultimate vote is the test.

We can tell you a lot of things that we've tested that have been proven to convert well and we can tell you a lot of things to do to your website to increase those responses, but we don't know your market and we're not intimately involved with your business.

Every single person is different, so the idea is to test. One of the wonderful benefits of being on this call, though, is that now you're privy to tests that have worked, so now you have an idea of what to test rather than trying to do everything by guesswork.

Dave: It's a big shortcut that you're getting right now. Let's get back into this for a second for the 'fill in the blanks' and whatnot. The other thing is The Psychology of Second Interest. I read this somewhere, and they said, "How many children beg their parents to buy a certain cereal so they can get the free toy inside?"

Andrew: I do, Dave.

Dave: I'm not surprised, Andrew!

Andrew: I want Tony the Tiger!

Dave: Giving away something helps people make a quick decision in your favor, and it helps you get that opt-in. The single most important piece of real estate, like we said, 75% will come from people reading the entry point, so the first fold is very critical. Four words that will increase your opt-in conversion rate are "I respect your privacy." You can also put, "I respect your email privacy." I place this beneath the opt-in box.

Andrew: Yes, Dave. You see a lot of marketers use this quote, and you're not going to see a lot of very well-known marketers using it if it doesn't work. It's

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just along the lines of, “I respect your privacy. I’ve been online since 1997. We hate spam as much as you do. We’re not going to do it.”

Dave: Yes, there are many different variations. I’ve found, personally, that specific one that I said worked the best for the sites that I’ve been using. At the bottom, I just put a privacy policy. One of the key notes that I’ve found—and I’ve found them from several websites—was the last sentence that says, “Subscribers also get many unadvertised bonus gifts.” That can come in terms of special newsletters, audio newsletters or whatnot. You want to give people who are even reading that fine print more incentive and reassurance to go ahead and fill in the name and email address.

Michel: Can I share a million-dollar tip? This is something that I tested, and people on this call are going to hear it for the first time. Here’s what I tested: adding a privacy policy has increased opt-ins on many, many sites. It also has decreased on some other sites—very small, though. I think what’s happening is that, when you put a privacy policy on an opt-in form, you’ve just brought to the top of their mind the fact that their privacy could be at issue here.

Therefore, that sort of reduces opt-ins, unless you do this little trick. This is the million-dollar tip. How many websites have you visited—and I’m speaking to the people who are listening on this call—that have an opt-in box, but you know that once you subscribe, you’re going to get emails by the boatload?

A lot of people don’t opt-in because of that. Not because they’re fearful of privacy—a lot of people understand spam. You can add a privacy policy, and they probably know that you won’t share their email address. What they’re afraid of is getting a whole bunch of emails that they’ll have a hard time unsubscribing from.

Here’s what I suggest and here’s a little tip, and it’s a test that I’ve actually done. When you put the privacy policy near the opt-in form, also add: “Every email comes with an easy, one-click unsubscribe link. You just click it, and you’ll stop receiving these emails forever,” or something like that. That increases opt-ins dramatically, and I’ve tested this.

Andrew: That’s very interesting, Mike. I’m going to have to apply that. I didn’t know about that tip.

Dave: I think we’re going to have to put the call on hold for about 10 minutes; I’ve got to make a couple of changes to a couple of websites! One of the other things that I do is on the actual submit buttons themselves. We’ve tested out different things like “free instant access,” “claim your free

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interview,” and “grab your free special report.” When we use anything but “submit,” we’ve usually gotten better response.

Andrew: I’ve tested this before, Dave, and I’ve had massive response. This is another tip—I’m not going to go as far as to say it’s a million-dollar tip—that’s pretty good, just as Mike’s was very good before. When I’m building a pre-launch list for a product, and I want to build a sublist, I say, “If you’re interested in this product, join this list,” but I’ve actually used the submit button that says, “Yes, Andrew, please put me on the priority list,” because it makes people feel important.

They feel, “Yes, I want to be on this priority list.” I had it so that when they joined this priority list, they would then have to confirm a double opt-in. I was speaking with a very well-known marketer, and I said, “What was your double opt-in rate, how many people subscribed, and how many people confirmed?”

He said, “Yes, I got about 65%.” I said, “I got 82%,” and that’s one of the only differences I was making. I also had a screen shot of the confirmation page that said, “Here is a screen shot of what the email’s going to look like. Watch out for it in your email, just click this link, and you’ll be automatically put on the priority waiting list.”

It makes people feel important that they’re part of something. Again, it’s just a good way to boost your double opt-in confirmation, and also to get the initial subscription.

Michel: Absolutely. I agree.

Dave: That’s a great tip. Let’s move forward here. Topic number four is Sales Page Response-Boosting Design Tricks—how to boost your copy’s website sales power. I had a conversation with a friend of mine the other day, about a week or a week-and-a-half ago. There’s a new trend going on now.

It’s probably been happening for the last couple years, but we’re really starting to notice now, in certain markets, that there’s an increased customer acquisition cost. In plain English, it’s costing companies more than three years ago to acquire the same new customers. For that reason, more than ever, I think it’s vital that you really optimize and improve your whole online sales process.

That’s basically your website and your whole sales process. With online marketing we can use the technology that we have to interact with our visitors. Now we have the technology. We have video, ASK Campaigns,

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audio, podcasting, Camtasia, questionnaires, and polls. You have all these different tools and technology that you can use to interact.

That interaction—that personal touch—is what’s going to separate you from a lot of other people out there, a lot of the competition. One of the things I teach my clients is to use the technology within your sales process. Don’t let the technology become your sales process. That’s very important. I think a lot of people tend to confuse the two.

They’ll use the newest page generator and think that that’s going to be the solution for them, and you might make money for a little bit, but it’s not a sales process for you. One of the things I always want you to ask yourself is, “How can I simplify the whole online buying experience for a visitor?” If you have two, three, or four order pages, simplify it. Improve your whole sales process.

I’m going to talk about a couple of different things here. The first is, The Rule of One Equals One. Basically, this is one page equals one call to action. If you have an opt-in page, you don’t have links going off the page and you don’t have AdSense on the page. If you have a sales letter, you don’t have links going off the page into another page.

Keep it very simple. Every page has a different call to action, so establish the goal of what each page is. The other thing I put here—trying to be a little cheeky—is “And you can quote me,” putting quotation marks around the headline. We’ve seen as much as 28% or more response and more attention than just having a headline without them.

Andrew: Dave, that’s an incredible tip because by putting one quotation mark at the start and putting one quotation mark at the end, that will literally take you one second to implement and re-upload in your website, and it can actually—as Dave said and we’ve tested—pull 28% more attention. That’s so simple, yet it can have such a dramatic effect on your sale.

Dave: Yes, it’s really interesting. One of the things that I notice when I buy—and I buy a lot of stuff, Andrew—online is bullet-points. Mike, you get me every time you write a sales letter because you’re really good at these. They’re just bullet-points, but I think they’re very overlooked by a lot of new marketers, and I think those are one of the most critical things. I think those are one of the biggest things that get people to take action and buy.

Michel: I’m going to give a little bit of a tip here, as well. Whenever people hit your website, of course, the first thing they do is skim, scan and scroll. We’ve talked about that. We’ve talked about Jakob Nielsen talking about that. So your job to stop them from skimming, scanning and scrolling is to

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implement things on your web page that cause the eye to stop, whatever that may be.

I call that eyeball-grabbing copy, or eyeball-grabbing web design. The reason why that is so important is that you want people to stop at some point to read whatever piece of information you've put in a certain section. This is so that they can see what you're doing, or they can see what it means, and then they can start to realize, "Oh, this is something I might want to read."

That's why, for example, bullets are so important, because they are slightly indented. If you scroll up and down a webpage very fast, it looks like one big blur, especially if every block and every paragraph looks exactly the same. There is nothing there that pulls people's attention or that stops people from scanning.

That's why subheads throughout the copy, and especially subheads that are in larger font and centered in the middle, are important. When people scroll up and down a long-scrolling webpage, the headers throughout the copy are very similar to the headlines of articles in a newspaper.

Remember, think of a webpage as being like a newspaper, so when people scroll up and down, they'll stop at subheads. I don't want this call to become a copywriting call. There are a lot of little copywriting techniques that you'll need to implement in order to make those subheads really alluring and compelling, but just adding those really helps. Bullets help, especially if you use, for example, little graphic bullets. One of the people whom I look up to in this business a lot is Clayton Makepeace. He's a very topnotch copywriter.

Dave: I was just on a call with him this afternoon.

Michel: Clayton has red bullets on his website that are completely different. When you scroll up and down Clayton's sales letter, you naturally tend to stop at the bullets because they get your attention. You mentioned something, Dave, when you said that if you add elements to a webpage—and this makes a lot of sense to me—they should be part of your sales process.

To me, it's also part of the 'stopping them from scanning' process—little videos, little audio buttons, little pictures, and it doesn't have to be a picture of the author. It could be a picture that represents the benefit of the product. I wrote copy and designed the website for a sales letter that sold a dating product. Well, guess what?

We added just a little picture of a couple in a loving embrace and totally in love with each other, and that increased sales, especially because of the

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fact that it stopped people from scanning. Having Johnson boxes, J-boxes, which are basically tables in the middle of your webpage, with different colors or at least a border around it that signals some kind of information that's critical also causes people to stop scanning. Anyway, I'm going ahead of you. I don't mean to take the wind out of your sails, but that's just a tip I wanted to give you.

Dave: You gave me a chance to get a drink, so that was a good thing. Yes, the Johnson boxes are really important. One of the things I learned when I was really studying and modeling your stuff was that you want to put them around very key points. Sometimes you can put them around bullet points, key features, maybe guarantees, an opt-in form, and the close.

These are all different areas where I tend to put these Johnson boxes. One of the things I try to do is to put a border around it because I think it will give it eyeball gravity—it stops your eyes. You want to make it dark enough to stand out versus the background color of the Johnson box. Another tip you can use is to try a dashed border. You can get an even more pronounced effect with that. One of the other tricks is Audio Generator. It's a very great tool.

Andrew: Sorry, Dave. Could I just butt in here, because there's a very important point that you can add on the Johnson box. I'm sure you've seen testimonials in what we call these Johnson boxes, but an even more effective way of drawing people's eyes is using a sub-headline within the testimonial, so you can pick out the most important part about the testimonial, like "Saved me 30% on my car insurance renewal this year," and then you have the rest of it.

Dave: Yes, it's designed to grab somebody.

Michel: You should put a headline in every Johnson box, especially with every testimonial. Pull out the one result, the one big benefit, the one big take-away from that testimonial, and turn that into a headline before the testimonial. Because how many testimonials have you read? Do you go around a website that has 20, 30, or 40 testimonials and actually read every single one of them?

Of course you don't. Andrew said at the very beginning of this call that the web is such a different media. People are in a hurry. Their attention spans are so small, so putting in headlines stops them. They read something and they say, "Here's a headline for a testimonial that actually represents a result, a situation, or a benefit that I can identify myself with," and they'll start reading that testimonial. That's been proven. I just wanted to add my two cents there.

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Dave: Let's get back to this for a second. The audio—I love it. I use it on pretty much all my sites. One of the tricks that I learned from Armand was to tell the people in the audio exactly what you want them to do. If you have an order page, tell them exactly what's going to happen. Explain to them the process. Reassure them.

I think that's definitely something to test out. I don't use it with one of my websites right now because it just wasn't working as well as it was on some of the other websites. Something to keep note of is that sometimes it's going to work in certain markets and in certain markets it might not. The other thing is drop-caps. This is a very old print technique, and it's used to increase readability.

For those of you who are not sure of what it is, if you go to our website www.MakeMyWebsiteSell.com, you can see the drop-caps. The first letter is a typically a graphic, but it doesn't have to be. It's a big graphic letter that has a drop-shadow behind it, and it starts the paragraph and makes you read. It's very important. I've used this, and I've seen about a 15% increase in time spent on the page just by adding this.

Andrew: Dave, before we move off audio, I'd like to say that audio's a great invention on websites and you can add it so easily, but there is one thing I hate. As an example, I was on a website today called MySpace.com, and I was just scrolling around it. Every time I'd load up someone's page, there was music playing in the background, and it really started to tick me off.

It's not the fact that the audio was playing that ticked me off. It's the fact that I hadn't activated it myself. I want to be able to control the audio. If your website automatically loads up and there is audio on it, in most cases, this does decrease conversions. Generally, for the first page, you don't want to have audio automatically playing—you want the reader to “click here” to listen to the audio.

Dave: Yes, make it permission-based, [not like] getting one of those annoying pop-up windows.

Michel: Also, it gets people engaged in the copy and starts the whole process of stopping them from scanning.

Dave: It's interactivity. Use the medium that you have available. Use any kind of interactivity that you can add to the copy on that site. You're great at it. Maria Veloso is also great at it. She uses something called involvement device that she talks about in her courses. One of the other things I dug up was “show happiness.”

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They've done a study of Coca-Cola ads over the last 100 years, and they found that the one common element in all the successful ads was happiness and that they had smiling people in each one of those successful ads. Putting smiling people in your ads could make people associate good feelings with your product.

But again, it's a judgment call. You have to know where to use it. You don't want to just stick a happy person on your website for no reason. That's not going to do anything, but if there is an instance where you can use it, then use it. This is one of my favorite things. Mike, I've never talked to you about this thing.

I just call it the zigzag, and it just says, "Make them zigzag." What I do is I'll tend to add an image on the right-hand side of the copy within the first couple paragraphs that ties into the beginning. Basically, what happens is that I'm making their eyes zigzag from the headline down to the left where the drop-cap is, down to the right where the image is. I'm trying to get them to read those first few paragraphs. If I can do that, then I think the copy is well-written enough where they're going to continue reading the rest of the copy.

Michel: Good point.

Dave: You can see those three things on our website, www.MakeMyWebsiteSell.com. I use that technique to get people to read. One of the other things you can do—for the first paragraph or so—is to make the font size one or two points bigger. This is a very common technique in magazine and editorial design.

They've been doing this for years. Pick up any magazine and you'll see that the first few paragraphs are very big. There's a secret site I use to create hand-written notes. The first one is www.DAFont.com. They have tons and tons of free fonts. This is a little secret font site, I guess you could say.

The other site some people might know is www.VLetter.com, where you can actually type in something and it really looks hand-written, which is pretty cool. You can use these in your headlines and in your sub-headlines. Test them out. You can use these little hand-written notes at different points, and they definitely increase readability. People start to look at it and say, "Maybe he actually did write it." I know you use this, Mike, for your guarantees.

Michel: I use it throughout my copy. I've actually used it in copy that I've written for other people, for example, Traffic Secrets by John Reese. It doesn't have to be just hand-written font. It could be little stars in side areas, and

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then in hand-written font it says, “Please read this section—it’s very important.” Marlon Sanders does that all the time.

Dave: He’s really good. He does it on a lot of his sites now.

Michel: It’s the same reason that I initially told you about 15 minutes ago—when people scan up and down a web page, those are elements that’ll cause people to stop scanning and start reading.

Dave: I’m going to talk about in a little bit what I do with order buttons—I have a nice little technique that I use with that. The other thing is proof—give me proof. People don’t believe anything you say online so you want to back things up as much as possible with proof. These are more graphics that I would use on a website—in a header, maybe.

For proof graphics, I’m talking about screenshots, emails—some people have used checks and PayPal graphics—anything that you can use to show a visitor proof to back up what you’re saying. That’s a reason why you use testimonials—to tell stories and they give people proof that they can get results using your product or service.

Michel: Then you underline that 5,000 times. That is the biggest element that’s missing in almost 99.9% of the websites that I critique or write copy for. Proof is the thing—when they hit your website, a lot of people don’t know you from a hole in the wall. There’s this electronic veil between you and that business. You could be a scammer, you could be a fraudster, or you could be a spammer for all they know, so give proof as much as you possibly can.

Andrew: These are people who have actually ordered this product or bought it and they’re endorsement people so there was more believability to your website.

Dave: Anything you can show—any kind of graphics you can show. If you have a screenshot or checks—anything you can show. If you are an airplane pilot, show a picture of you flying an airplane or if you’re in the military, show pictures of that. It just builds more of that story and it engages the reader more.

Michel: One of the things that I talk a lot about in my courses actually comes from my background in cosmetic surgery. A lot of people know I started as a copywriter for cosmetic surgeons and specifically for hair transplant surgeons. One of the most crucial elements of any ad in the cosmetic surgery industry is the before and after. You see this in the weight loss industry, you see this in the body-building industry, et cetera.

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Andrew: Especially in infomercials on TV, Mike—"I lost 15 pounds in ten days."

Michel: Exactly. Here's another example. I wrote copy for someone who used to grow up in the projects in this very decrepit, now abandoned apartment project with graffiti all over the place. We took a picture of the house, put it on the copy, and we said, "Here's the house that I grew up in. As you can see, my future looked like it was pretty bleak at that time, but now that I've made X amount of dollars using X system, here's a picture of my new 8,000-square-foot mansion." Then you show a picture of the mansion.

Those speak so loudly in terms of proof because it actually shows people that this person actually went from humble beginnings to million dollar status or whatever the case is. A before and after picture is very powerful even in the copy.

Dave, I'm sure you were going to talk about this, but I'm going to steal the wind out of your sails again. Add pictures of people giving their testimonials. Adding pictures of a person who's giving the testimonial in an audio and talking about their testimonial really does increase sales because it shows that the testimonials are not made up—they actually come from real, living people.

Dave: Another thing I've seen that is used very successfully is they'll get the person's occupation and use that based on an occupation. It makes the person more real. If you see an engineer who has great results using your product and maybe he had similar problems and challenges to what you had, you're more likely to buy it. I think that's very important so people can identify with other people.

Michel: John Reese, when he re-launched Traffic Secrets—I wrote the initial one and I helped him on the re-launch of the second one—he gathered testimonials from people, but he specifically asked them for screenshots of their statistical programs to show people they've increased their traffic and he asked for their PayPal account to show people that they have actually increased in sales.

On the testimonials, it wasn't just screenshots of the author, but it was also screenshots of the testimonials of people actually saying, "Your *Traffic Secrets* has helped me increase my traffic by 341%." There's an actual graphic of their web log statistic software and it shows a big bump in traffic. Give as much proof as you possibly can.

Dave: It's very, very important. Speaking of which, it might not be obvious to some people but it might be very obvious to others—I've seen tons of websites that do not have a product shot. This is very critical. When I was

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in advertising school, this was very critical. Demand to have a product shot on almost every single ad.

Michel: An eBay report said that ads that have a shot of the product on the eBay listing have 400% more bids than those without pictures. Yes, absolutely.

Dave: It's kind of like when you go on a dating website and you want to meet somebody and you don't have a picture up. Studies have proven that you get 15 times more responses by having a picture up. Putting a product shot up for whatever it is, is very important. [Inaudible] did it very well when he was launching his product. He had the very famous product [inaudible] brown carpet and that was funny. People want to see what they're buying, though.

Michel: I find that a little funny because just today I launched a new product at www.BreakthroughCopywriting.com. I took a package out, pulled out all the CDs and DVDs, put it on my brown carpet, took a picture of it, and added it onto the website. Product shots really do increase sales.

Dave: I really want to drill something into people's heads—people don't read every word online. You need to use other things to get people to read specific words that are going to convey the biggest benefits for the visitor.

That's why we use audio, highlighting, bold, italics, another font color, Johnson box, sub-headline, graphics, and handwriting—anything to stop that visitor dead in their tracks and get them to read that specific point in the copy. Try to make sure that your paragraphs are no more than four to five lines apiece. I try to stick with [inaudible] points. I know you're a real stickler with that stuff, too, Mike.

Michel: I know that web usability studies have proven that. People ask me, "Mike, why do you put everything into a single, centered table rather than a fluid table?" Just for people who don't know what that means on this call, a fluid table is a table that's width is in a percentage. For example, it's 100% or 90%.

Dave: Yes, so it's going to expand and contract.

Michel: Yes. I have found something that has been proven to increase response and sales—a table that's between 600 to 700 pixels in width, which is fixed and centered, fits on every monitor resolution. Let's say you have the lowest common denominator and these days, with technology, I think it's 800 by 600 pixels.

That type of table won't fit on that monitor as much as it will fit on a 1200 by 1600 pixel resolution monitor. The second benefit is that it pushes the

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characters to be no more than 65 to 70 characters in length and you should keep your paragraphs no more than four to five lines deep. It's really a readership issue. It increased your readership by 22% by keeping paragraphs shorter and put into a table of 600 to 700 pixels wide.

Dave: When you have a longer sales letter—I've had to deal with this with certain websites where I couldn't modify the graphics that they sent me and they were wider than that. It's very hard to read the sales copy because you find yourself looking all the way across the screen.

If you have a big screen like I do (17 inches), it's hard to read. You have to understand the medium that you're working with. You're designing on a screen, not a piece of paper. The other thing is the involvement device—something that gets readers to interact with your web copy that makes them more likely to continue reading. Frank, are you there?

Frank: I'm here.

Dave: Mike, this is one of my clients, Frank. He has an awesome website and you should definitely check it out. It's called www.WomenFiguredOut.com.

Andrew: Could I have 10 copies, Frank? I still can't figure them out.

Dave: We just lost all the women on the call now.

Frank: My big claim up front is knowing how to figure out women.

Dave: Frank has an awesome book. He was offline and Frank, you wanted to take your book online?

Frank: Right.

Dave: We started to use the website. Tell everybody how the website's doing right now.

Frank: Since we launched on New Year's, which I thought was not so great an idea to do, right now we're over the \$20,000 mark. More importantly, on New Year's, I thought we'd get maybe 100 orders in two weeks because of the holiday. It turns out we did about 100 orders in two days. Even right up to the very minutes of New Year's and right into a few minutes into the New Year, we were getting orders.

My family and friends were sitting here hitting the refresh button and it became a big celebration as much as the New Year. It was like, "Hit the refresh button and see how much more money came in." These people are

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supposed to be outside partying, getting drunk, and doing everything for New Year's and they're sitting out there in cyberspace saying, "Yes, I need this book."

Dave: It's pretty awesome.

Frank: Yes, I liked it. It actually made me want to do a chart because the orders were coming in so fast and I wanted to appreciate the moment. I made a chart and I said, "We're going to hit the \$10,000 mark." By the time I was done with the chart, we were already passed the \$10,000 mark and the chart was useless.

That's why in my testimonial I mention the movie *Jaws*. In the movie they say, "You're going to need a bigger boat." I say that after listening to Dave's techniques here, you're going to need a bigger sales chart. You're not going to sleep that much because you're going to keep hitting the refresh button. I know we're looking at doing an upsell and a hover ad.

Dave: Wait until [indiscernible].

Frank: There are three points that you guys were covering. You said that direct response is kind of like versus institutional ads, like for branding. I've always heard that some people don't know if they should have an institutional ad out there just for branding or not. If you can't afford to advertise on the Super Bowl, then don't have an institutional ad—have a direct response. Most people fall into that category, so just have a direct response.

The other one you were talking about was the free bonuses. I think Jay Abraham once switched the product and the free bonuses. I wound up handing him \$895 to subscribe to some newsletter that I really didn't want just so I could get my hands on the free special reports that were \$100.

No doubt, he could either get \$100 out of me and then put me into the newsletter that I didn't really care about, or he could \$900 out of me and say, "You get the newsletter and these reports for free." He obviously made the better decision. The other thing I found regarding free bonuses is that I have \$40 of free bonuses, not \$4,000 of free bonuses.

Dave: Yes, we talked about that before on one of the calls that you and I did.

Andrew: The price of your product, Frank, I believe is around \$27?

Frank: It's a \$27 ebook.

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Dave: It's \$27 and you've already done \$20,000 and it's the beginning of March right now. Did you start off with a website or any affiliates before that?

Frank: I was promoting my competition's product while I was selling my soft-cover book through Amazon. I had one or two affiliate links I would just type up on a piece of paper, sign the book, shove it in there, and away it would go. I was making some affiliate commission selling my competitors' books, but that's all I was doing online before this point.

Dave: You hear about people like Jeff Walker and Mike Filsaime who did over a million dollars. That's a lot of money but these are established people. You've come into a very competitive market. This is a dating market and it's very competitive and you've been kicking butt just using a few of these techniques. It's still a work in progress. We just keep building and adding things to the sales process and refining it. The results are just going to keep getting better and better.

One of the reasons I wanted to share your site is we used an involvement device in the beginning. I modified it slightly from what you had sent me initially, but I definitely used a zigzag principle. Where we had the headline, we used a little hand-written star on the left-hand side and then we just drag it right down to the guy kissing the girl.

Frank: It's a slippery slope. I think that's what you're trying to get at. [Indiscernible].

Dave: Yes, exactly. We use a lot of different techniques here. One of the things we did was the calls to action. Personally, I found that when you have at least six calls to action, I tend to get better results. I've had up to ten, but I found that at least somewhere around six, give or take, is good.

Frank: There are seven on mine. If you print it out, it's only 12 pages long and there are seven calls to action. I'm like, "Are you sure you want to do this?" You said, "Yes, yes." I said, "Okay, let's do it." You said, "As soon as somebody wants to buy, the have to be within a few inches of that order button."

Dave: Make it easy. Mike, one of the things I try to do is put one link within a screen fold.

Michel: Here's a tip for you. This is actually from test results that I've conducted and some of the marketers that I've written copy for have tested. If you're selling a high-ticket item, especially if you're selling a high-ticket item without an opt-in page, you want to put in the least amount of links as possible.

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Why? Because when people hit your website and they see that it's a long-scrolling web copy, they want to know what the price is to justify reading the copy, not to buy your product, because their time is so short. They tend to look for that order button and if you have too many of them, you're just giving them a chance to procrastinate. You've just invited procrastination.

Opt-in pages are so crucial and important because once they've opted in, then you can put as many links as you want and if they leave, who cares? You now have them on an auto-responder system and you can bring them back to the sales letter, you can give them a lot more reasons why, and all of that wonderful stuff that causes you to increase your sales in the back end. That's what I found.

This is just a little bit of a tip. Can you put six on the long copy sales letter with a high-ticket item? Yes, but don't put it too early because now you've just invited procrastination before they actually started reading your copy, especially to find out what you're selling in the first place and what the value is behind it.

Dave: I have a good trick on that that I was going to mention so it's good that you brought that up. What I've tended to do, and I've tested this out on some of my websites, is starting off with those links, but making them as text links within the copy and gradually moving towards a stronger call to action using graphic order buttons.

Michel: I found that, too. I found that when people put buttons too early or they put 24-point font links, capitalizing every single word, they actually decrease response because it drew attention to the link. You don't want to do that because you want people to start reading the copy.

The first job of your headline, especially in the first fold, is to get people to start reading, not to buy your product. In this particular case, it's not to find out what the price is—it's to justify reading the copy. You're absolutely right—there should be links more at the beginning. I would agree with that. In fact, I think I've tested it once, but I'm going to test it even more.

Dave: It's definitely something good.

Frank: You put those two little check boxes with mine, after questions that I had at the beginning. Especially guys—if you see something you like, you want to check the box. It really doesn't do anything or influence the order; it's just something there to create involvement, to get them used to clicking buttons.

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Dave: We're going to use this on the next topic which is The Order Page Sales Tactics. When I look at the overall system, I look at how I can improve the system and simplify the buying experience. I want to keep drilling this into your head. You always want to simplify the path for the user—make it easy for them to get into your funnel.

The first thing I look at is to let the customer know who they're doing business with. Put up a small logo. It doesn't have to be very big. It can even be just some text with just your company name. You can put a small logo at the top of the order page. Right now I'm working on providing everybody on the call with the resale rights with an actual template you can use.

I'll actually have an html page with some graphics that you can use and customize so you can see everything that I'm talking about. Everybody on the call has probably seen this involvement device that you can use—it's a checkbox. It's unchecked, and you physically see the word "yes" behind it and, "I'm more than ready to..." You can see the order page for that.

The other thing you can do is add a testimonial from either a customer or an expert in your field. I tend to use a Johnson box for that. I use a colored box to make it stand out, but I want to make sure that it's specifically tied into any potential objections that somebody may or may not have when they're hitting that order page. It's very important that the testimonial ties into that order page.

The other thing is audio. If audio is on the page, we've seen increased conversions in certain cases. Audio can tell the customers what to do and how the order process works. The other thing is credit card graphics on the order form. I use 1ShoppingCart and they have it at the bottom. I tend to use it at the top as well in certain cases like when I'm testing. I learned this hard way, but make sure you use the credit cards that you accept.

I've had tons of declines by people who were ordering and thought that because of the graphics, I accepted American Express, but unfortunately at the time, I didn't. Keep that in mind—it's very important. Use the credit card graphics that you accept. Also, make sure that you have more than one form of payment. Andrew, on that Millionaire's Mega Yacht website you did a multi-payment, correct?

Andrew: Yes. The product was selling for \$577 at the time. I believe I had about 50% of the people take the multi-payment. Obviously, if I didn't offer the multi-payment, I'm still going to get people who will just pay the full price, but I'm sure if I didn't offer it I would have lost a lot more sales overall.

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Dave: When I was testing, I think I found about a 4% to 18% decrease in sales.

Andrew: John Reese did over a million dollars on launch day. He offered a payment plan. Mike Filsaime of Butterfly Marketing had a three-part payment plan. If the people who are making a million dollars are doing it, then it's pretty self-explanatory.

Dave: I think it's important that you use it with a higher-end product. If you have a \$27 product like Frank, I don't think it's necessary to do a multi-payment situation. The other thing that I try to do is make the customer feel safe. If you're registered with the Better Business Bureau, you can use one of their logos that they provide for you. You can register with TRUSTe and use their graphic, too.

There's another one that's frequently used—it's a lock or secure graphic. You'll see one use at the top of our order form. All these graphics will tend to make a customer feel safe. They reassure the customer so that when they place their order, they know that you're a legitimate company and not some fly-by-night company. It's very important that you reassure the customer that their order is safe, guaranteed, and secure. That's very important.

I just added that at the bottom of one of my order forms and I've noticed an increase in response. I don't know what the percentage is yet, but I think it was pretty significant. I'm working on setting up a two-step order system which is a really good technique. I noticed that on one of my order forms for this specific business, about 20% to 25% of the people who hit that order page are buying.

According to some of my friends that are marketers, they tend to think that that's pretty good, but I tend to think that about 75% of those people who hit that page didn't buy. I think that those are the easiest targets that I have to try to reclaim them. I think they're interested at some point on some level because they're clicking on that order form.

The two-step process is that when they click to order, instead of going to your order form, you have a lead-in page that says, "Step one and two" where you're going to collect their name and email address, and the redirect or the thank-you page is the actual order form. What happens is if the person does not continue with the purchase, you can follow up with them with a brand new auto-responder sequence that you've written specifically to try to get a lost cause back.

When you're testing your order page, you're creating what I call a bounce system. It's a very affective way to increase your sales and profitability with no cost because the people are already clicking—they're just not

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doing anything. What's happening is you have a new list with people who are obviously interested in your product, but they haven't bought for some reason. Your job is find out exactly why.

One of the things you can do is send them an email instantly to find out exactly why they didn't order and what stopped them. You can see on the worksheet that I have a sample email you can use. I'm not going to read it word for word to you, but the reason you're sending this out is because you want to collect data. You're trying to find common themes and if there's a pattern. When you're armed with that information, you're going to be able to refine and test your order page.

At the same time, you can craft emails in that order bounce auto-responder sequence that is going to address the most common issues and then direct them back to the order page. Through that, you have a system now to try to increase conversions on that order page to find out exactly why people aren't buying. If anybody who's listening to this call does that one tip alone, it could be worth six figures, if you figure out how many people click on your order page and don't buy.

Andrew: This actually happened by mistake, but sometimes people have a link that says, "Click here to order my product." I'll actually give you a real-life example. I have a website called www.GuruMailer.com. I was selling this product for \$27 a month. I had an order link that said, "Click here to order for \$27 a month" and that took them to the order form, which was formatted with html.

I was having about 13% who were ordering. What happened was there was an error in my shopping cart and I couldn't actually put the html on the order form. I just had a basic "submit your credit card information." Just from this one thing, my sales decreased by nearly three times. That is insane and crazy.

Dave: It's very important that you avoid these things. I've read a lot about this and it's a study that I dug up. If you have a physical product, look to offer free shipping. You can expect to see a dramatic improvement in your order page conversions and overall conversions by including free shipping.

According to research done by the NPD Group and www.BizRate.com, they found that 24% of the time, the visitors clicked off their order pages because the shipping and handling costs were higher than they expected. Another way you can do it is just bundle it into the price so you can give it for free or you could just actually give it for free. That's something to keep in mind if you have a physical product.

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Michel: I wanted to add something based on what you said earlier on order page conversion. A little test you might want to do is don't talk about free shipping or even mention that you do charge shipping, and then on the order page say, "A free bonus is shipping is free" and see how much more conversions you get on your order page versus the sales letter.

Dave: That's a great tip. It's another thing for you to test. These are all ideas for you to test and any one of these could just explode your sales. Another one I started using I got from John Reese from looking at one of his websites. It's incentivizing the customer to continue. I started giving a bonus that's only available on the order page. It says, "If you order within the next three minutes, I'm going to include a free 50-page bonus report."

Obviously, you'll want to tie it into the whole product or service that you're offering. It's a great way to add some urgency and incentivize the customer to place their order. Another thing is to offer a discount. People would rather pay \$197 for a \$297 product than for a \$197 product. Show people that they're getting a good deal. People always like to get a good deal—that's what my dad used to tell me. I always believe what my dad says.

Let's go to the sixth topic which is The Art of the Upsell: Instantly Increase Your Profits by as Much as 40% or More. Upsells are vital to some companies making a profit or loss. I know some companies whose profit is completely on upsells—they don't make any money on the front-end product. It's very important. This can be the difference between you making \$1,000 a month, \$2,500 a month, or \$25,000 a month.

Andrew: Dave, I want to give a real-life example here because this has been where I've made a ton of extra profit for something that takes ten minutes to implement. I sell resale licenses for products where people buy the product and then sell it themselves for 100% profit. The resale rights might be \$700 and I write, "By the way, if you're interested in getting a copy of this resale license that is always sold out and you can't get it anywhere else, the retail price is \$1,000, but you can add it to your shopping cart now for just \$400."

They just check a box which adds it to their order, or you can have them "click here" and have it take them to a different order link. I've had as much as 41% take the extra license. My average order was up from \$697 to \$894. If you multiply that by 100 resale licenses, that's an extra \$200. It's an extra \$20,000 to \$25,000 overall for implementing something that takes ten minutes, and that's pretty powerful.

Dave: It's not bad for ten minutes' worth of work. He mentioned a couple of things I'm going to talk about. Any system that you add and anything you

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have on your website right now, keep in mind that you have to simplify the decision for the user. Keep it easy for them. The old saying is true—“The money’s in the back end.” The money’s in the upsells.

There are two places that I use upsells. Number one is on the order page and number two is on the thank-you page or download page. With the order page, I found that the upsell should be your own product. Something similar that we’re doing on the www.WomenFiguredOut.com website is we’re doing an audio upsell.

Frank: That’s right. That’s going to be one of the new things that we’re adding. It’s \$20 so it’s really quick.

Dave: It’s going to be on the actual order page. He’s going to be able to bump up his average order from \$27 a book to \$47. That’s a pretty significant difference. Basically all he did was redid his book in audio format and that adds a couple of bonus things. Another thing is the thank-you page, which is a page that people really use. I find so often that most marketers never even use this real estate. Frank, we used it on your website. You’re one of my affiliates and you’ve been making some good money with it.

Frank: As soon as they get everything settled and start clicking around, they start going, “What’s this?” about some of the other deals that are recommended. As long as they’re in that buying mode, they go and buy something else.

Dave: Does it cost you anything?

Frank: No, not at all. It’s free money.

Dave: Frank should be getting a check from me soon and it’s free money for him. On the thank-you page, I always look to advertise affiliate offers—stuff that’s familiar, that you trust, and that you know is going to be valuable for your customers because your customers are very important to you. Another thing with the upsells is give the visitors enough time to consider your offer or promotion.

I should have put that on the order page—excuse me for that. The date, “limited time bonus”, and “limited quantity” should go on topic number five. The other thing Andrew mentioned was to make it easy. He mentioned a one-click on that order form. All people have to do is just check one box and they have that resale license package added to their program. Make it really simple.

I think Corey Rudl’s website did this very well: www.MarketingTips.com. If you check out any one of their products, you’ll see that they use

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multiple upsells. You definitely want to consider using multiple upsells. By that, I mean you can have an upsell on your order page and you can have an upsell on your thank-you page. You can have an upsell all along the way and there are a lot of things that you can do with that. That pretty much wraps up a lot of the stuff I wanted to talk about. Mike, do you have anything you want to add?

Michel: I do have a few extra things. First of all, one of the things people have to understand is that when you're writing copy or a sales letter for a website, you are engaging in a conversation with your reader. I'm often asked as a copywriter and web designer, "How much yellow highlighting, bolding, italicizing, and underlining should I put in?" I want to make sure that people understand two critical components.

One thing is just like the elements that we mentioned at the beginning of this call that help stop people from scanning and start reading your copy. Yellow highlighting is meant to emphasize an important point that you want to drive home. If you bombard your sales letter with a lot of yellow highlighting, you're making your entire sales letter look the same. If you do that, then what's the point of emphasizing anything with yellow highlighting? I like to use things like that, but sparingly.

Dave: It's like a spice.

Michel: I really do want to use it in areas where it drives home critical components, points, or complex ideas that are hard to drive home. I really want to get the comprehension level high on those points. I'll use yellow highlighting, bolding, et cetera. I'm speaking from a copywriting perspective, but it really ties in with formatting and web design. When you're using a website to sell a product, you're basically entering into a conversation with the customer.

Remember that a website is your salesperson. If you were to sit face to face with a salesperson, would a salesperson give you a long, boring lecture about their product? Of course not. In fact, one of the reasons why you're going to listen to the person, believe the person, and then take action when the person asks you take action is because they're passionate and enthusiastic.

Dave, you mentioned earlier about being happy and happiness. Those are critical components. You see those things when you are in a face-to-face encounter. When you're in front of a screen, how can you convey those things? Here's how you do it: use italics, use bold, and use capital letters in strategic locations sparsely to drive home critical components that you would normally do in a face-to-face encounter.

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A great tip is to read your copy out loud. Anytime where you slow down, pause, emphasize, inflect your voice, or talk louder to drive home key points you're passionate about, those are elements that you should really emphasize in using formatting. To me, formatting is sort of the web design version of trying to speak with intonation and inflection. I'll give you an example.

If I told you, "I didn't say he stole the cookie"—that's a very typical sentence. If I inflected every single one word and just one word at a time, I could come up with so many different meanings. For example, "*I* didn't say he stole the cookie." What does that say? Does that mean I said he didn't steal the cookie? No, it means that *I* personally didn't say it—maybe somebody else said it.

If I say, "I didn't *say* he stole the cookie," maybe I wrote it. "I didn't say *he* stole the cookie," because maybe *she* did. "I didn't say he stole the *cookie*," because maybe he stole the sandwich. "I didn't say he *stole* the cookie," because maybe he was just borrowing it. Do you see how I can put inflection on one word and it can actually change the meaning of the sentence completely?

Online you don't have that luxury—you only have words. That's where the beauty of formatting comes in. That's where, when you read your copy out loud and there are certain points that you really want to drive home, you use bolding, yellow highlighting, and italics. Again, use it just for those things that you really want to emphasize and talk about. If I tell you, "You're going to make LOTS of money with this system"—I just inflected the word "lots." Put that in capitals, italicize it, or bold it.

It's like I was saying it to you face to face and putting a lot of emphasis on the word "lots." Think of it that way. Think of your copy or your website as your salesperson and as if that person is selling in a conversational way your product or service. Look at what words you want to emphasize to drive those critical points home. Use the formatting tricks that I just mentioned to do that and use them sparingly or you'll muddy your entire sales message and your website will look really cheap and unprofessional.

Dave: Less is more. We actually talked about this the other day. I remember on instant message you were telling me, "Your copy's looking kind of clean, Dave."

Michel: I'm drinking coffee as you're saying that and I almost spilled it. It really depends on the target market. The target market is so important. The biggest problem that I see when people have me critique their websites, whether it's the design or the copy, is that they tend to believe and think

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that, “I don’t want to add graphics and I don’t want to do these things because it’s intuitive. I don’t want to insult my reader’s intelligence.”

Dave, you mentioned earlier that when you use audio buttons, you follow what Armand Morin does, which is to say to people what they have to do and talk about what they’re going to do in the copy. A lot of people don’t do that because they don’t want to insult their readers. That’s the same thing as people who use green links without the underlines. They think that it’s intuitive and people will know it’s a link. No, they won’t.

At an unconscious level, they have to think about it to understand what you’re doing. You have to think about that. If I pay attention to the design and to the little nuances in your copy, yes, I will probably see that and yes, it is intuitive. But my goal is not to get you to focus on what links are links or what you should do or not do—I want you to focus on reading the darn copy, I want you to take action, and I want you to buy my product.

I’ve done this and I’ve dumbed-down copy for engineers that sold products and software programs to other engineers. Guess what? I dumbed-down the copy. People might think at a university level, but they read and act at a 6th to 7th grade level. Don’t be shy in saying on the audio button, “I want you to take five minutes right now and start reading the copy. I want you to do this and I want you to do that.”

When you’re on the order page, say, “I want you to fill out the form. See that top box right there? Enter your name right there, enter your credit card information, and click that big button you see there that says ‘please send me my package now, Andrew’ and you’ll be redirected to a thank-you page and...”

I’m expanding on this, but it’s so crucial. People tend to think that people will understand automatically what you’re trying to do, but they won’t. If they have to think to understand what you’re trying to do, then you get them to think about something other than your copy, which is not the point.

Dave: It’s interesting that you brought that up. I just had a thought in my head. It reminded that any store that you go to, if you have a helpful salesperson who says, “Come over here,” takes you out of line, and puts you at her register and asks, “Can I get you anything else? Is there anything else that you need? How is the product? Did you find everything you need? Did you find the right size? We have something like this that would match,” you’re in a much better state of mind.

Michel: Exactly. When you go to a Wal-Mart and you have several cashiers open, you don’t know if the cashier’s open unless you see a person there. Even

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then, every cashier has a numbered sign at the top of their cash register with a light. When it's lit, it tells you the cashier's open. If you walk through and the person's just standing there and there's no light or there's no way to know if there's a cashier there, will Wal-Mart say, "They're intuitive and they'll know that it's open"? Of course not!

They'll tell you, "Come to this register, we're open, let me take your order right now." It's the same thing—it doesn't matter if you're an engineer or a septic tank company owner. The thing is you need to dumb-down your copy and take people by the hand and you need to do that as much with your copy as with your web design.

Dave: Do it with everything—make it simple.

Michel: Absolutely! Make it simple. That's the key.

Andrew: You can change all these things on your website and you don't have to pay some fancy designer to do them all. I'm sure most people can teach themselves or get their webmaster to do it. If you've enjoyed this call, you're going to have a chance to get a copy of this call and make 100% profits with it. For a very limited time only, we're offering a handful of people full resale rights. I'll just describe what that is before we go.

You'll get the full mp3 recording of this call. If you got a lot out of this call, think of what you're going to tell other people. We're going to supply with the full PDF transcripts of the call. Dave is going to give you five free direct-response website templates and I'm going to write promotional ad copy for you and a custom-built sales letter.

The total value of this is easily between the \$2,000 to \$3,000 bracket. Dave and I do this full time. If you're interested in getting these resale rights, the price today is \$197. You can go to the website right now which is www.MakeMyWebsiteSell.com.

Dave: I hope you enjoyed the call. There is tons of stuff here. Remember, it just takes one tip, one idea, one strategy, or one anything to explode your online sales. I've done it with my business and I've helped clients do it as you can tell. It's awesome. You have the tools in front of you right now to really make a significant difference in your online sales and your website.

Andrew: You can supply this information to people. We had over 2,000 people register for the call, which was incredible. That shows that there's a huge demand for this product. For less than \$200, you're going to get the recordings, transcripts, and website templates. Dave and I created the website that you're going to get to sell—the only thing that you need to do is hook up your payment processor and start advertising.

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You can attract joint venture partners. You're not going to be able to go to this website and order resale rights all the time—we're going to be closing the offer very soon. The website again is www.MakeMyWebsiteSell.com. Thank you for being on the call. Thank you to Michel and Frank for taking time out of their busy schedules. I just want to say thank you to you for coming on.

Dave: Thanks guys—I really appreciate it. I'm sure everybody does.

Frank: You're very welcome.

Dave: Everybody on the call, thank you very much. Maybe we can open up the lines for a second. Frank and Mike, have a good night. Let's see if we can take some questions. I'm going to take as many as I can.

Andrew: We only have five more minutes until the line cuts off, Dave, so let's go quick.

Dave: I'll do as many as I can for the people. First come, first served—let's go!

Participant: The second most important thing in the copy—the first one is headline and the second is sub headline?

Dave: The first one is the headline and the second one is the PS, in the bottom area. People just scroll all the way down to the bottom and read that. Definitely check out the PS in Mike Fortin's copy. He's the master at writing those. Anybody else?

Participant: A lot of this stuff is excellent information, but a lot of it is totally useless if we don't know how to do it. You're talking about Johnson boxes—what the heck is that and how am I supposed to make one?

Michel: That's why the package that Andrew and Dave are selling includes templates and all those wonderful things that will help you to apply a lot of those things. Dave, do you want to add something to that?

Dave: Obviously, if you haven't built the website yourself, you can definitely give these specific things to your web designer or we can refer one to you and they can do it for you. Ultimately, I think you want to have as much control over your online business as possible, so I think it would be a good thing to learn some html and be able to make the changes yourself; that way you don't have to rely on anybody else.

Michel: That gentleman had a very good question. If you want to, go to Google and type in "Johnson box" or "Johnson box on a website."

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Dave: You can check out our website, www.MakeMyWebsiteSell.com. Almost every single thing that we've discussed from the call tonight I've used on this website specifically for that. Over the next couple weeks, I'll make sure to put the emails out and include some links so you can check out some other websites that have each of those strategies.

Participant: I have a question if you don't mind. Obviously, it's important to have a call to action and to emphasize that with a PS at the bottom. Have any of you tested whether to have an initial call to action in the first fold of the frame and then have one at the end along with the post script. Have any of you tested if that would be something? Other than just an opt-in box—I mean an actual call to action to a product.

Michel: It really depends on the price of the product. The price level of the product is so important. If you have a lower-end product, like most ebooks, and if your lead-in copy—the lead is first introductory paragraph—has enough space there to make your offer right there, yes, put a link there at the top. I found that for medium to higher-ticket items, people will click on that link to figure out what the price is to justify reading the rest of the copy.

Very often, that will lower the sales. You want to have enough space to make an ample offer before you actually get them to make a call to action. I tend to put them starting in the middle rather than the top. If you put them too early, it causes procrastination and people will just close their browsers and leave.

Dave: That's why I tend to not put links at the top or anywhere near there. We have room for one more.

Participant: Do we have a website where we can go to look back over this worksheet?

Dave: Do you mean the actual worksheet itself?

Participant: I didn't get some of the blanks filled in.

Dave: That's not a problem. We're actually finishing that up right now and tonight we're going to email the full one with all of the information in them.

Participant: This is what we paid for, right, the conference call?

Dave: And the whole resale package, yes.

Participant: We have the option to resale this package for you with a...?

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- Dave: Actually, it's for yourself.
- Andrew: You get 100% of the profits.
- Participant: Could you recommend a price for this?
- Andrew: I would say a minimum selling price of \$67 up to \$97.
- Dave: When you get the package with the sales copy and everything, we'll have the price point set up.
- Participant: You don't make any of the proceeds?
- Dave: I think we're probably just about out of time—I think they're going to boot us off the line.
- Participant: I have one quick question if you don't mind. Is the copy of the direct-response sales letter available to look out before purchasing?
- Dave: Are you still working on it, Andrew? He was asking about the promotional sales copy.
- Andrew: It'll be ready in five days—maximum for everything.
- Dave: There you go.
- Participant: Okay. Is there a way to look at it before purchasing the package?
- Michel: I have to go, but thank you so much for having me on the call. I'll talk to you very soon.
- Andrew: Okay. Bye, Michel.
- Michel: All right, guys.
- Dave: Thanks, Mike. I appreciate it.
- Participant: It would be nice to see the letter before purchasing the package to be sure that's what you want to buy.
- Andrew: You're right. It'll take probably two to three days—I'm just saying five days to give them time.
- Participant: Everything will be explained in that, right?
- Andrew: Yes.

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Participant: Can you make the deadline for us to purchase it two to three days before it's up so we can look at it to make that decision?

Andrew: Yes, that's fine.

Participant: That's great—thank you.

Andrew: Okay, thank you.

Participant: Do we need a license?

Andrew: That's what you get when you make the purchase—you get the resale license with it. I think we're going to have to go—they are telling us that our time is up. It was great having you on the call and I hope you got a ton of good information out of it. We'll be in touch by email.