

The Response Boosting Design Tricks You'll Learn On This Call.

Direct Response Design Mistakes: *“The 6 Biggest Reasons Why Websites Fail”*

The Psychology Of A Web Visitor: *“Understanding how a web visitor thinks...”*

Optin Page Tactics: *“Dramatically Boost Your Opt-in Rate”*

Sales Page Response Boosting Design Tricks: *“How To Boost Your Copy's Sales Power!”*

Order Page Sales Tactics: *“Proven Response Boosters To Close Sales”*

The Art Of The Upsell: *“Instantly increase your profits as much as 40% or more!”*

Topic #1: Direct Response Design Mistakes: “The 6 Biggest Reasons Why Websites Fail”

Reason #1 you don't capture _____

Approx. _____% of your visitors will NOT buy your product/service on the 1st visit.

What happens to the _____% of visitors who's contact info. you don't collect?

If you're looking to sell ANYTHING online, you MUST be collecting name and emails

Combining this with response booster: the free offer, and you've got a system for taking visitors who are " _____ " and turning them into "YES".

Reason #2 you're selling a product that _____ wants. (I.e. low demand)

People tend to think they're the customer, they get excited about it, but they never think of the _____

Reason #3 your website doesn't have a _____ and isn't designed correctly.

Most direct response websites have so many _____ in the way they're setup.

Fix the _____ in your website, then start adding more traffic

Reason #4 your website doesn't _____.

Load up your website. Load up your _____ ... what instantly grabs your attention on their website? Is there anything you can do to create a _____ effect?

Make your website stand out... this is vital especially in the _____.

Reason #5 you're lacking traffic

We're not going to go into detail on this.... do a PR, google adwords, overture, jv's, etc.

Reason #6 your copy isn't _____ effectively to sell.

Its one thing to have a great sales letter, but its another thing to have people actually _____ it. Fact is people online don't read. They _____. So if your website copy isn't _____ correctly, you could be loosing out on potential customers.

Topic #2: The Psychology Of A Web Visitor: *“Understanding how a web visitor thinks...”*

jakob Nielson author of: 50 websites deconstructed said: *"People don't read online, they _____."*

People read webpages **very differently** than they do printed pages ____% of the people tested skimmed the pages quickly, while only ____% read every word. This is why its vital to make sure your copy is formatted correctly to capture the most eyeballs.

It's estimated you have **approx _____ seconds to capture someone's interest online.**

The internet is _____ than other media... people come online, they want information _____. You either capture someone's attention immediately or your might risk loosing them forever. - This is why capturing visitors name and email is _____.

The single most important piece of real estate on your website is... With online, ____% of your success will come from people reading the entry point. With print, since people can jump all over the page(s), and often do, the entry point is less critical. -- So therefore the _____ is the most critical part of your website.

The most important part of your copy is the _____ why? Because it's the easiest thing to see.

The 2nd most important part of your copy is the _____ why? Because next to the _____ its the easiest thing to scroll down to.

People never _____ anything at 1st - it's hard to believe what's true and what's not. We need to create some _____. What we have to offer is important and it ties into the needs, wants, goals and desires of the person reading.

People never _____ anything at 1st - we need a _____. Get them to do something.

"_____ **follows** _____" your site design, and page design should always be secondary to the purpose of the website and in particular each page.

Make it _____ for someone to _____! As recent research by Gartner and Jupiter Media Metrix suggests, **convenience, usability and marketing clarity** are even more important than price for online shoppers.

Successful Direct Response Webdesign means having a tactical _____ for the placement of every graphic, every image and every word. And that means knowing your customers, anticipating their needs, and answering their questions before they're even asked.

K.I.S.S - You'll lose readers if your sales page is cluttered or hard to follow. Use a strong headline, graphics that lead the eyes, and "helpers" such as subheadings to help readers see, grasp, and understand your message. Make your sales page easy on the eyes. An ad with a _____ and _____ improves results. Don't confuse and overwhelm members by promoting different products or making too many selling points.

Topic #3: Optin Page Tactics: *“Dramatically Boost Your Opt-in Rate”*

This is the 1st step in your website.. You MUST measure to see that you're communicating the right thing to your target market. You can measure the results by the _____ %.

The _____ offer MUST tie into your paid offer. Most times they're not the same and that's why the conversion is low... think the phrase "TRY BEFORE YOU _____"

If you use a trial for an ebook, make sure you include the COMPLETE _____... make them want to read the rest of the book.

2 ways to collect email: _____ and _____ ad

examples: namesqueeze: www.doubleyourdating.com

Hover ad: www.marketingtips.com/

You must be using 1 or the other

Namesqueeze page should typically be 100% on the _____.

(www.doubleyourdating.com)

_____ **Page = Conversions.** This is an extremely critical step that a lot of PPC users neglect and fail. Think about it, you can have the most successful PPC Campaign at a 98.5% click-through rate at a cheap bid price of \$.06/click, but if your landing page is not _____ effectively, looks amateurish, and is difficult to navigate and read, your entire PPC budget is going to be wasted.

The psychology of the _____ interest - How many children beg their parents to buy a certain cereal so they can get the free toy inside? Online, where many products and services have similar features and costs _____ helps people make quick decisions in your favor.

The single most important piece of real estate on your website is... With online, _____ % of your success will come from people reading the

_____. With print, since people can jump all over the page(s), and often do, the entry point is less critical. -- So therefore the _____ of your website sales copy **is the most critical part of your website.**

4 words that will increase your opt in conversion rate -

" _____ " - and you must place this _____ the opt in box.

Privacy policy to help your opt ins: * We respect your email privacy and promise to never share or rent your personal information to any unauthorized third party. By submitting your email address you are also requesting and agreeing to be subscribed to our "XXXXXXXX" email newsletter to which you may unsubscribe at any time. Subscribers also get many unadvertised bonus gifts.

Change the _____ button to say something else. Free instant access, claim your free ____, grab your _____" etc.

Topic #4: Sales Page Response Boosting Design Tricks: “How To Boost Your Copy’s Sales Power!”

There’s a big trend now in increased _____ cost. In plain English right now its costing companies more than 3 years ago to acquire _____....

Now more than ever it’s vital you _____ your online business.

With online marketing you can use the _____ **to interact with your visitors.** Interact with polls (via email), emails, ask campaigns, audio, video, podcasting, camtasia.

Use the _____ **WITHIN** your sales process. Don’t let it become your sales process. Ask yourself **“How can I _____ the online buying experience?”**

The Rule Of 1=1

This simply means 1 page = 1 _____. You need to establish what the goal of each page is. If it's to sell, then everything on the site needs to be geared towards that goal. Don't confuse and mix messages.

"And you can quote me" - Put quotation marks around the headline. This can draw _____% more attention than a headline without them.

It's all about the bullets - Use _____. _____ Lists are easier to read than straight text. By using them, you'll generate higher member interest and receive better results. _____ Are often overlooked yet from my testing they're one of the most critical elements to getting sales.

_____ - The reason we use them is **to break up the page.** We know people don't read, they scan... _____ help make the pages stand out. Most common colors? tan, light blue, light green, white... anything _____ enough to see the copy clearly.

Another response boosting tip is to put a _____ around it - dark

enough to make it stand out try a _____ border for an even more pronounced effect.

The trick with _____ is you need to tell people **what's in it for them, what you're going to _____ them, and what you _____.**
Tell them exactly _____.

_____ are a print technique often **used to increase readability.**

Show _____ - A study of Coca-Cola ads over 100 years found the one element all successful ads had in common was _____. Smiling people in your ads will make members associate good feelings with your product/service. Who doesn't want to feel good?

Make them _____ - typically I'll add an image on the _____ hand side within the first _____% of the website.... the reason being **is it draws the eye into the copy in a ZIG-ZAG _____.**

The "**Secret Site**" I use to create handwritten notes...(its free and its fun)

www.datfont.com

www.vletter.com

_____ graphics do increase conversions... I make sure to use them on any _____ buttons I have on my website. Look at infomercials, websites - they ALL contain them.

Give me _____ - remember because people don't believe anything you tell them online, **you must back things up as much as possible with _____.** _____ graphics are screenshots, emails, and checks... anything you can show a visitor as _____ to back up what you're saying.

Some people might think this is obvious, but I've been through countless # of websites which DON'T have _____. This **is a critical component of ads in particular to online marketing.** People want to _____ what they're going to buy.

People don't read _____ word online.... that's a fact so you need to use other things to get them to read certain words. Words that will convey the

_____ to the visitor.

You can use

_____. ANYTHING to get the visitor to see that specific thing.

Make sure most, if not all your paragraphs are no more than _____ deep.

Make sure your body copy font size is at least _____ points

Make sure the width of your copy area/table is no more than _____ wide. I've found sales decrease when the text is too wide. It's hard to read... ESPECIALLY on the computer screen.

The _____ device

Gets readers to interact with your web copy and makes them more likely to continue reading.

Show it on franks website: www.womenfiguredout.com

I've found that at least _____ calls to action are needed on a typical salespage to effectively get the order. I've tested up to 10 calls to action on a page and have consistently found **at least _____ to be optimal**

Consider using a variety of calls to action, some _____ within the copy, and some are straight up _____. Try using both.

Topic #5: Order Page Sales Tactics: *“Proven Response Boosters To Close Sales”*

How can I _____ this? How can I _____ the online buying experience?

Everything you create with regards to your website should have the end result of _____ **the path of decision for the user.** Make it easy for them to get into the 'funnel' you want them to get into.

You must keep _____ on your complete website, including your order page/form. **You can't improve what you don't measure.**

Let the customer know _____ they're doing business make sure you have a _____.

_____ **device can be used to increase conversions.** (Checkbox, unchecked) YES! I'm more than ready to.... (See the makeyourwebsitesell.com order page for an idea)

You can add a _____ from either a customer or an expert in your field. Use a jbox for it to make it stand out.

_____ **on the page has increased conversions....** we told the customer what to do and how the order process worked.

_____ on the order form will increase conversions. -- **Make sure you use the ones you accept.** Otherwise you'll get a lot of declines.... and if so, make you have more than 1 _____... i.e. paypal. (1 sc has this option built in) you'll see a decrease of around _____% sales if you don't offer the alternative payment.

Make the customer feel _____... _____ **graphics.** All will make the customer feel safe when they place their order. You can add copy to **reassure the customer** _____.

2-step order

_____ **order** - you think the visitor orders but they don't. Approx. _____ **% of people who reach order pages leave without buying**, yet obviously they're interested because they're clicking on the page.

What do you do? Give a lead in page only collecting 1st name and email. Then the thank you page is the order form.

This way if the person doesn't purchase you can follow-up with a NEW _____ written specifically to revive a lost cause so to speak. Testing and improving your _____ and **creating a bounce system** for it is one of the most effective ways to increase your websites profitability with little to no cost.

Use a 2 step order page... step 1(page1) is just collecting name and email (in case they don't follow through with the order)

Step 2 is the 1sc order form (with html on top).

Now you have a new list with separate message sequence geared towards getting them back to the order page and reassuring them of the program.

Use testimonials, extra bonuses.... use limited time for bonuses to increase urgency. You can see an increase of 3-26% in sales from adding this one system.

Immediately you can send them something like this:

1st email, get them to reply back why they didn't order... what stopped them.

Hi [firstname],

Thanks for visiting [your website].

We noticed that you did not complete your order, and we are just curious as to what happened...

Did you happen to change your mind, or did you experience any difficulties with our online ordering system?

We'd love to hear back from you. It helps us to improve our service.

Thanks for your time,

Yourname

Customer Support, [your website]

If they reply you then collect the data to look for _____. This will allow you to **refine and test your order page armed with the new info**, plus you can craft emails in the order page bounce list that addresses each one of those issues and then directs them back to the order page.

If you have a physical product, look to offer _____. You can expect to see a **dramatic improvement to your order page conversions and overall conversions by including _____.** _____% of the time, visitors click off the order page because _____ costs are higher than they expected. (Stat provided by NPD Group and BizRate.Com)

_____ **the customer to continue.** - Give a _____ that's **ONLY** on the order page... and add in a time deadline (within the next 3 minutes...)

Offer a _____ - people would rather pay \$197 for a \$297 product than for a \$197 product.

Topic #6: The Art Of The Upsell: “Instantly increase your profits as much as 40% or more!”

Upsells are vital to some companies making a profit... it can mean the difference between a _____.

Everything you create with regards to your website should have the end result of simplifying the path of decision for the user. Make it easy for them to get into the 'funnel' you want them to get into.

The old saying is true "*the money is in the _____*"

_____ possible places for the upsell... _____ page and _____ page.

On the _____ page it should be _____ product, something similar, related to the main product, however the cost shouldn't be greater than the initial purchase.

On the thank you page you can advertise _____ offers...

Give visitors enough time to consider your offer or promotion. Make the _____ immediate enough, however, so they believe they'll lose out if they don't move quickly. use: js date - limited time bonus, limited quantity bonus

Make it _____ 1 click check (i.e. cory rudle's sites)
www.marketingtips.com

Consider using _____ **upsells** to really increase profits and visitor value on your website - on order page, on thank you page and on download page

I hope you've enjoyed the call. A LOT of work has gone into preparing the materials and putting it all together.

Remember, all it takes is 1 idea, 1 tip, 1 strategy to explode your online sales.

All the best,

A handwritten signature in cursive script that reads "Dave Mizrachi".A handwritten signature in cursive script that reads "Andrew Fox".

Dave Mizrachi & Andrew Fox