

How to
**Get More Prospects
To Do What You Want
Them To Do**

Buy a Product
Click an Affiliate Link
Visit a Blog
Become a Member
Join a List

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How to Get Others to Buy a Product

Imagine this scenario...

You create a fabulous product. You put up your sales page and a classy order button. Then you unleash your formidable advertising skills to get your offer in front of as many people as possible.

And then...

Nothing. Zip. Nada. No sales. Well, maybe a tiny trickle. But not the flood of PayPal or Clickbank notifications that we you were expecting.

You can avoid this nightmare by following these seven tips for getting others to buy your products...

1. Get the Offer in Front of Targeted Audiences

First things first: Get your offer in front of targeted prospects.

Example: If you're selling a dog training book, don't email your marketing list of dog owners and expect to make sales. Instead, get your offer in front of the people who are most likely to buy (that would be people who need to train their dogs).

2. Craft a Compelling Sales Letter

Next, you'll need to create a sales page that persuades your prospects to buy your product. This means your sales letter must have an attention-getting headline, an opener that hooks the prospect and engages her emotions, a bulleted list of benefits, proof that your claims are true, and a call to action.

3. Give a Bonus

You want to give your prospects a good deal, so that as they read the sales letter they're thinking, "wow, I can't believe I get all this for just 50 bucks." Then you really thrill them by throwing in a valuable, tightly related bonus. This small act turns a "good deal" into a "no brainer."

4. Offer a Guarantee

Your prospects are worried that your product won't work for them. So put their worries to bed by offering a risk-reversal – that is, a *satisfaction guarantee*. Unconditional, strong and long guarantees usually deliver the best conversion rates to you.

5. Create a Sense of Urgency

You need to have a call to action at the end of your letter that tells your prospects exactly what they need to do next (e.g., “get out your credit card and click here to get started now...”). But you also need to give your prospects a good reason to act NOW, otherwise they may leave the page and not ever come back.

The solution? Create a sense of urgency by:

- Reminding the prospect that his pain and his problems will be over when he buys the product.
- Offering a limited-time discount or bonus offer.
- Offering a limited quantity of products.
- Offering a bonus or discount to the first few hundred people who order.

6. Close the Sale Via Multiple Contacts

The vast majority of your prospects won't buy the first time they see your sales page, especially if they don't know who you are (or they weren't referred by a trusted third party). As such, you can increase your conversion rate by getting your sales letter visitors into an autoresponder series of at least seven messages. This series should build trust by offering good and valuable information, while including promotions to close the sale.

7. Test and Track Your Results

Finally, testing and tracking your sales letter, price, and ad campaigns puts more money in your pocket. It helps you figure out what part of the process gets more people to buy your product. That way, you can focus on those parts of the process that give you the highest profits.

You've just discovered seven surefire ways to get people to buy more of your products.

Don't pick and choose the methods you like best. Instead, incorporate all seven ideas... and enjoy the results!

How to Get Others to Click an Affiliate Link

No matter what type of affiliate product or service you're selling — your own stuff or someone else's — you're probably always looking for ways to get your offers in front of more prospects... and you're looking for ways to get more folks to click on your affiliate links. That's because marketing is, essentially, a numbers game – the more targeted prospects who see your offers, the more money you will make.

With that in mind, here are three great tips for getting others to click your affiliate links...

1. Build Trust First

People buy from those they know, like and trust. So if you're a virtual stranger who's asking people to click on your affiliate links, guess what happens? Not a darn thing. No one clicks because no one trusts you — yet.

Instead, what you need to do is publish a newsletter and an ezine (and preferably a blog, too). That way your prospects get to know you with each issue you send or article you post. And you'll also build trust with your audience by providing free, quality solutions to their problems.

2. Pre-Sell Your Products

Even if people already know, like and trust you, they're still not going to rush to click on your affiliate links unless you give them a good reason to do so. And that means you need to pre-sell your affiliate offers before you send your visitors on to the vendor's page.

Here are three ways to do exactly that...

- a. Do a product review or comparison.** If you want to sell a single product, then you can do a product review. This is where you share the good points (benefits) of the products, the product's flaws and your “verdict” (whether you recommend it or not).

Tip: If you just want to offer the product benefits, then you're basically writing a sales letter. That's fine. But don't confuse it with a product review. A review is an honest assessment of the product, including product flaws. Don't be afraid to share the flaws, as doing so makes people trust you more – and that increased trust increases your conversion rate.

Alternatively, you can compare two or more similar products – flaws and all – and let your readers know which one you recommend.

- b. Share a case study.** People want proof that a product works. And one way to offer proof is by sharing a case study of what types of results you or someone else got by using the product.
- c. Build anticipation.** Another way to get people to click on your affiliate links is by building anticipation and curiosity. You can do this over a series of emails. Or you can do it in just one email, where you get people curious about the sales page.

One key thing to remember about selling other people's affiliate products is that you will be far more credible and ultimately get more clicks and buyers for those products if you are an actual user of the products yourself. So choose affiliate products wisely.

Side Note: Selling affiliate products is a great way to start making offers to the people who sign up for your list if you don't yet have your own product to sell. It gets them in the habit of seeing offers from you so that when you do get your product ready, you won't surprise them by suddenly sending them a promotional email.

3. Add Value to Your Offers

When you're an affiliate, you're in direct competition with other affiliates who are selling the same product. One way to virtually eliminate the competition is by adding value to the offer – that is, you offer a related bonus product or service to those who purchase the item through your affiliate link.

Examples:

- You offer a free sales letter critique to those who buy a copywriting course through your link.
- You offer a free blogging course for those who purchase a traffic-generation course through your link.
- You offer a free exercise book and a free recipe book to those who purchase a diet course through your link.

Summing up: You can get more clicks on your affiliate links and more money in your pocket simply by doing these three things:

- ✓ Building trust with your prospects first.

- ✓ Pre-selling the offer.
- ✓ Adding value to the offer.

Apply all three of these tips ASAP and see if you don't start enjoying more sales, too!

How to Get Others to Visit a Blog

If you've ever created a blog before, then you know that the saying, "build it and they will come" just is NOT true. However, you can get more people interested in visiting your blog by following these five tips...

1. Offer good content.

By "good" content, I mean you should blog about topics that your audience wants to know about. To find out what they want, just follow these steps:

- Find out what types of information products they're already buying – then write blog posts on the same topic.
- Use a keyword tool (like WordTracker) to find out what topics people in your niche are looking for.
- Drop by busy niche forums and other blogs to see which topics are generating the most views and discussion.
- Survey your readers to find out what they want.

2. Update frequently.

Sometimes people start a blog, post a flurry of articles and then abandon the blog for months at a time. If you date your posts, then your visitors aren't likely to come back again if they notice that you don't update regularly.

What you need to do is commit to posting to your blog at least once a week. If you don't want to be chained to your blog like this, then create the content ahead of time and automatically "drip" it to your readers. Or, hire a ghostwriter to both create the content and post it for you.

The point is, you need to post often to keep your blog from looking like a deserted island.

3. Create regular features.

Here's a great way to turn a one-time visitor into a repeat visitor. Specifically, by creating "regular features" and multi-part blog posts that your visitors can look forward to.

Example: Perhaps you create a seven-part article about how to create more balance in their life. And maybe you space it out so that you're posting one or two articles per week. You can bet that your readers will return at least once a week just to finish reading the series.

Another way to get more visitors is by creating a regular feature, such as a "tip of the week" feature or even a "questions from our readers" feature.

4. Write about hot topics.

One way to get a surge of traffic and an increase in your blog readership is by writing about hot or even controversial topics. You can include relevant keywords and "ping" the blog directories (like technorati.com) to make sure that those who are searching for the hot topic see your post.

Another way to leverage a hot topic is by joining in on the blogosphere conversation. Find a popular blog discussing a hot topic, and use a trackback to add your response.

5. Get someone influential to endorse your blog.

Finally, you can get others to visit your blog by first getting someone influential in your niche to endorse you (and your blog). You can do this indirectly, such as by offering to be a guest author on the other person's blog, or you can ask a joint venture partner to directly endorse you on their blogs and in their newsletters (and you'll return the favor).

It's free advertising. But it's also extremely powerful, because you're using social proof to increase your readership.

You've just discovered five proven ways to get others to visit your blog – and to visit it again! Your next step is to take action.

Starting today, apply these tips... and then keep an eye on your traffic logs!

How to Get Others to Become a Member

You've created a membership site with quality content that your prospects really want. You've put up a compelling sales page and an order button.

Now what? How do you convince your prospects to become a member?

Like this:

1. Specialize and Focus Like a Laser

It seems almost counterintuitive – you'd think that if your site would appeal to as many people as possible, then you'd get more members. But it doesn't work that way. Instead, you'll get more members once you *focus* your site and all of your marketing materials like a laser on one niche.

Example: Let's say your site teaches people how to build a website. You should focus on one niche, such as "web design for ebook marketers" or "web design for private practice doctors."

Now think about it...

Let's say an ebook marketer wants to learn how to build a site. Is he going to go to "Joe Blow's Web Design" membership site... or to the "Web Design for Ebook Marketers Site?" That's right, he's going to choose your site because it's geared for his needs.

Back in the early days of my self-employment career, I had two primary markets for my graphic design services: chiropractors and lawyers. One has nothing to do with the other so all of my marketing was done to each of those groups individually. I did not try to do "one ad or ezine covers all." I focused on each market in my marketing and attracted quality clients by doing so.

2. Give a Free or Low-Cost Sample

You can get more paying members if you first give people a free or low-cost trial membership (such as \$1 for one week).

Doing so gives people a chance to get a look at the inside of your site to see if it's right for them. And since you collected their credit card info before they joined the site, you can automatically start their paid subscription once the trial is over.

A word of caution: Be very up front in your marketing about what you are doing which is providing a sample of what your site offers and make sure that the prospect understands that they will be charged a higher rate on an ongoing basis as soon as the trial or sample period is over. Nothing makes people more angry than getting “tricked” into paying more than they were expecting.

Also, make it easy to cancel, too. It should be virtually automatic if you are using the right software. You may not keep as many members this way, but the ones you DO keep will be happy members. And happy members tell other people about you.

3. Share the Benefits

As mentioned previously, you'll need a sales letter to help turn prospects into members. While you're sharing all the benefits of your membership content in general, don't forget about the benefits of the membership site itself. For example:

- **Small price.** A monthly fee (such as \$10 or \$20 or even \$50 per month) sounds small compared to a one-time fee such as \$297. As such, you can get more members by focusing on this small recurring fee. You may even break it down further by reminding your prospects of the daily cost (e.g., “just 75 cents a day – about the price of a candy bar...”).
- **Not overwhelming.** If you have a training site and you're tackling a big topic, then let prospects know that they won't get overwhelmed since you're offering a step-by-step course in weekly installments.

4. Let People “Peek” Inside the Site

Whether you offer free trials or not, you can get more members simply by letting prospects “peek” inside the site. There are multiple ways to do this, including (but not necessarily limited to):

- **Providing partial content,** such as the first paragraph of an article with a link or a description of report with a link. When people click on the link, they're encourage to become a member.
- **Screenshots of the inside of the site,** which shows the materials available, the community forum, etc.
- **Video of the inside of the members-only area of the site.** Just use a screen recording software like Camtasia Studio and record yourself “touring” the site. Very compelling.

There you have it – four surefire ways to get more members into your paid membership site. Just create good content, put up a good offer, write a good sales page – and then apply these four tips!

How to Get Others to Join a List

If you're not building a list, then you're leaving money on the table. However, you're also letting a lot of money slip through your fingers if too many of your visitors are leaving your site without *joining* your list. Here then are five ways to get more people to subscribe to your newsletter...

1. Write a Squeeze Page

You can't just put up the words "free newsletter," post your subscription form and expect a rush of new subscriptions.

Instead, you need to create a squeeze page, which is a sales letter for your newsletter. This page should include the usual parts of a sales letter such as the headline, the bulleted benefit list and a strong call to action.

Here are two additional tips:

- ▶ **Answer the "what's in it for me" question.** From the second your reader lands on your squeeze page, he's going to wonder, "what's in it for me?" Your headline should answer that question by promising a big benefit. And every line of your copy should continue answering that question until your prospect is convinced he needs to join your list.
- ▶ **Make it reader-oriented.** Your letter should use the word "you" as much as possible (otherwise the reader will lose interest). If you have statements that include the word "I," see if you can rewrite them using the word "you."

Example: "I'll show you how to train your dog."

Rewritten: "You'll discover how to train your dog."

2. Offer a Freebie

Yes, your newsletter is free, but you need to offer a little extra bonus to entice subscribers to join now. This extra bonus might be something like:

- A free report or ebook.
- A free multi-part ecourse delivered by autoresponder. (This is one of the best freebies, because it trains your subscribers to read your emails!)
- Free access to a membership site.

- Free access to a teleseminar.
- Free audio recordings.
- Free video.
- Free software.
- Other free tools or resources.

3. Provide Proof

Your prospects don't believe you. And if they don't believe you, they'll guard their email addresses and click the back button. That's why you should include proof such as endorsements, testimonials, screenshots, video, pictures and other evidence that your claims are true.

Examples:

- * You might provide "before" and "after" pictures on a bodybuilding site.*
- * Or you might provide video proof of your Clickbank account to show that you know what you're talking about in terms of affiliate marketing.*

4. Arouse Curiosity

One of the best ways to boost your conversion rate is by arousing your prospect's curiosity about your newsletter and/or your freebie. You can do this in your headline as well as in your list of benefits.

Examples:

- "Discover a night time trick that puts you to sleep instantly – see page 18 to learn this surprisingly simple trick!"*
- Or "You'll find out what five words you can say to your partner that will virtually guarantee they'll agree to whatever you are proposing. Every time!"*

5. List Your Privacy Policy

Finally, you should include a link to your privacy policy on your newsletter subscription page. Most people won't read it. But it can boost your conversion rate among those individuals who are concerned about how you'll use their contact details. Be sure to let subscribers know you won't trade, sell, rent, or otherwise share their information.

Congratulations – you now know five ways to get more people to join your email and newsletter list. Naturally, just knowing these tips won't grow your list. So start applying them today, because the sooner you do, the sooner you can reap the rewards!



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