

6-Step Conversion Action Plan

How to Get Those Sales In The Door
No Matter What You Sell or Who You Sell To



By Marlon Sanders

“How to Ramp Up ANY Sales Process For Anything”

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I don't care what you sell or who you sell it to.

There are basic steps you follow.

- Special shout out to UK'ers and Aussies in this issue!
- Why I don't trust stats programs
- Why you need to see traffic real time
- Finding different formulas for different traffic sources
- 6-step conversion plan
- Why you should NOT start with your squeeze page
- When you DO use a squeeze page

You're reading this because you have something to sell.

Whatever it is you sell, let's talk about how to sell more of it or get sales coming in to begin with.

1. Do NOT start with your squeeze page

When you're trying to create an offer that converts, you don't want a squeeze page. That comes later.

First, you need to find out if you have something that people will buy — at all.

Rule 1: Send your visitors/traffic to a conversion page.

This is only to start. There is an exception to this rule I'll discuss shortly.

2. SEE your traffic real time. Don't trust stats programs.

Stats software like Google Analytics is ok. I'm not that crazy about what it shows me. I see a lot more visitors reported by it than actually exist sometimes.

There are probably explanations for that like cookie stuffing and other things that are too technical to discuss here.

The point is, you want to SEE the visitors with your own two eyes.

In an upcoming Ateam call, I'll discuss how I do this and what the options are. But the main thing to know is you want to SEE your visitors. All these fancy stats programs are ok.

I don't trust them.

I want to look at my site and SEE the visitors live right this second who are on my sites. That is the data you need to make marketing decisions.

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Let me give you an example: My stats programs show that I have a lot of visitors from the United Kingdom. I've certainly had a good following there in the past from speaking at seminars.

But right now as I'm writing this, in the U.K. it's 10:56 a.m.

I SHOULD be seeing lots of folks from the UK on my sites. Yet, in looking at my traffic LIVE — I don't see my UK folks.

Well, I have one person from London on my [Web Site Design Dashboard](#) site at the moment.

Now I know I need to take action about this. I've got to rally my UK folks! If you're from the UK, give me a shout out on my blog at marlonsnews.com and tell me how I can better communicate with you.

If I trusted what I see in my analytics programs, I'd think everything was ok. I'm sending this ezine earlier than I normally would to see if it snags some of the UK traffic.

Trust what you see real time with your own eyes. And again, there are a number of options for doing this and maybe I'll

write an ezine issue on it in the future. But if you're an Ateam member I will be discussing this in the next call or two.

Another example is my Aussie traffic. It's 8:53 p.m. in Australia and I should be seeing more traffic from Australia!

What the hay is going on in Australia right now?



Gimme a shout out on my blog at marlonsnews.com. Let me know what's going on for you. Are you getting my ezines at a good time? Or are they arriving in the middle of the night and getting buried?

I'm joking of course. But the point is, if I couldn't see the actual, real visitors on my web site and I just trusted what I see in Google Analytics, I'd have a completely different read on this.

I'm not saying a Google Analytics pro can't get the info they need. And I'm not even targeting that program in specific.

I trust my eyes. I trust real time traffic. That's all I'm saying.

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3. Find that magic formula

I'd use the word “amazing” in place of “magic” but I imagine that would send this ezine to the forbidden folder in your email box.

The idea is that there are different formulas that sell for different traffic sources.

Example: If you're getting traffic from affiliates, you normally need a higher price point so your affiliates can get a nice commission.

If you're selling via direct mail, you likely need a \$60 price point so a 1% response will break even.

If your traffic comes from pay-per-click or organic, you want an absolutely irresistible offer.

This means studying what the competition does and doing thou likewise. To start with, don't reinvent the wheel.

Later, find your uniqueness. To start with, don't be so creative.

Do what is proven to work.

My friend Lee McIntyre (a UK guy) uses

affiliate traffic and a low-priced front-end offer. But he adds on recurring billing and upsells (offers after you buy the first one).

You have to treat different traffic sources differently.

For my traffic, I'm finding that I need to change up my offers, lower some price points, go with more upsells.

But there's more than one way to do it.

My old time friend (and competitor back in the day) Terry Dean gets really great organic traffic. But he nurtures traffic with lots of articles and a very low key conversion traffic. That's Terry for you. Drip. Drip. Drip. Those articles post to his blog like clockwork.

And before you know it, you've built trust and bought.

I really find that approach refreshing. And I think I may like it better than how I'm approaching my list right now.

Have a clear strategy.

Test.

Some people offer you a really cheap widget (could be any product or service).

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Then they immediately present you with upsells or additional offers.

Why?

Because a body in motion tends to stay in motion. Someone buying one thing is likely to buy another.

That’s one approach. It’s valid. It works.

Someone like Terry Dean has another approach. He drips content steadily and doesn’t really hammer the upsells. It’s all relationship.

There is no right or wrong way here. It’s an art.

I think you probably do make a lot more with immediate upsells.

It’s also more technical at the moment to set up, although [Automate Your Website](#) will shortly be rolling out an upsell module to make it easy as pie.

There’s also the customer service issue to think about. Sometimes, people take an upsell and forget about it. That increases refunds and chargebacks.

4. Learn the art of the irresistible offer

At heart, you sell by making an offer that has so much value compared to someone’s pile of money that they can’t refuse.

Stack the value.

That’s the secret.

You don’t sell in a vacuum. People are comparing what their money will do if they give it to you vs. other alternatives.

The “free line” does move and increase.

I don’t care WHAT you sell nor WHO you sell it to. The process is always the same.

You get people in your sales funnel, usually with a no-risk offer. That could be a really inexpensive widget. It could be a teleseminar or other event that is low risk and low cost or no cost.

Then you present your sales story and work your way up the funnel. I presented this many years ago in the Twister Marketing course.

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The Non-Conversion to Conversion Action Plan

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Here are some things you can do to boost your conversions:

1. Start off with an initial offer that is very low priced.

In my market, that would be under 10 bucks.

2. Add testimonials and proof

People are skeptical. Don't overlook the testimonials.

3. Add upsells to boost your revenue

If your initial offer is low in price, you still need dollars to pay affiliates commissions. That's where offering other products immediately on upsells comes in.

4. Monitor your traffic real time

5. Work the relationship via emails

6. Split test

I haven't discussed the last point. But you can use Google Website Optimizer to split

test your pages to find out what works best.

This is highly recommended. But keep it simple. To start with, go with simple A/B split tests. You know, test one page vs. just one other one.

7. If all else fails, use a squeeze page

That's right. If you lower your price, add bonuses, add testimonials and proof and do all the other conversion tricks and people aren't buying, check your live traffic monitoring to make sure you have real visitors.

And if you do, THEN put up a name squeeze or email capture page. If people won't even give you an email address for a nice targeted report, you don't have a message-to-market match.

Your people aren't in the market for what you're offering them. You have a problem with your traffic.

Target.

Attract.

Entice.

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Pull.

Build relationships.

Push.

Sell.

It's breathing. First you attract and
PULL. Then you process. Then you exhale
or push.

Attract. Build relationships. Sell.

Inhale. Process. Exhale.

This is a law of the universe.

Marlon Sanders

The King of Step-By-Step Internet Market-
ing and “The Ambassador of Old School
Marketing”

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