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Boost Your Sales by At Least 80% with a 'Call to Action'
That Really Gets Your Visitors to Buy!"

One of the most important elements of your web site is the "call to action." Your site may have a compelling headline that grabs your visitors' attention. It may have well-written salescopy, great graphics, awesome navigation, fantastic testimonials, and an unbelievable opt-in offer.

But all these things aren't going to mean squat if you don't include a clear call to action!

Take a moment to consider the purpose of your web site. What is it you want people to do when they visit your site? Find out about the benefits of your product? Sign up to receive your free newsletter? Make a purchase, perhaps?

Now ask yourself: Does your site tell your visitors exactly how to do these things?

Your visitors need to know what you want them TO DO. If you don't tell them to purchase your product or subscribe to your free newsletter, how can you be sure they're going to take that action?

Be explicit about the actions you want your visitors to take. Your straightforwardness will have a direct impact on your sales!

THE POWER OF SUGGESTION

Just in case it's been a while since you brushed up on your marketing lingo, a call to action is a strongly worded suggestion that clearly states what action you want your visitors to take. It encourages people to take that action and tells them what will happen if they do.

For example, the following phrases are all calls to action:

- "Click here to subscribe!"
- "Join our affiliate program."
- "Add to your shopping cart."
- "Order now to take advantage of this limited-time offer!"

It's a good idea to include an emotionally appealing benefit in your call to action. This convinces visitors of the value



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of your product and encourages them to take the action.

For example: "Read on to learn how you could save tens of thousands of dollars on your next home purchase."

You want to pique people's interest and make them believe that taking the specified action will offer them a direct benefit. After all, who wouldn't want to save tens of thousands of dollars?

The most obvious and important call to action, of course, is the one that asks visitors to make a purchase. This is the crucial moment: asking for the order and **CLOSING THE SALE**.

You know, it's amazing how many people simply neglect to ask for the order. This simple oversight can be deadly for your business; in fact, studies show that you can increase your sales by at least 80% by clearly instructing your visitors how to make a purchase!

DON'T RUSH IT!

The call to action that asks visitors to make a purchase is **THE** make-it-or-break-it moment. However, closing a sale is like lining up a pool shot -- you don't want to rush it!

It takes a LOT of work to close the sale, which is why you can't just skip to this point right away. Before you get there, you have to...

- Emphasize the benefits of your product or service by answering the all-important customer question: "What's in it for me?"
- Establish your credibility by citing credentials, including customer testimonials, etc.
- Overcome objections to buy
- Build value into your offer
- Back up your offer with a strong guarantee
- Offer valuable bonuses with the purchase

Once you've done all these things, then you can ask for the order. In fact, you **MUST** ask for the order at that point! Otherwise, all the great work you've done will be wasted.

DON'T BEAT AROUND THE BUSH!



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Online entrepreneurs often make the mistake of "implying" what they want their visitors to do, rather than explicitly stating it. Don't be coy! You may wish to avoid coming across like you're "ordering" your visitors to do something, but unless you blatantly explain what you want them to do, you're going to see mediocre sales.

Make sure you tell your visitors exactly what you want them to do! You have to spell it out as clearly as possible. Use direct, action-oriented words such as:

- Subscribe (to a newsletter)
- Click (on a link)
- Fill out (a survey)
- Read (an article)
- Enter (a contest)
- Join (an affiliate program)
- Buy (your product!)

Don't leave it to your navigation to direct people. Most visitors will only click on a link if they know it will lead them to something they're looking for.

MAKE THEM AN OFFER THEY CAN'T REFUSE!

In your call to action, draw your visitors' attention to the benefits of your product or service. Neglecting to emphasize the value of a product is the number one mistake copywriters make!

Be sure to highlight benefits such as...

- Saves money
- Easy and convenient to use
- Saves time
- Good for the environment
- Children can't get enough of it
- Your dog will never have fleas again

Mention the problem your product addresses and present your



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product as the only real solution to that problem.

For example, you can urge visitors to: "Order now -- don't delay!" or you can add a more persuasive argument by stating: "Order now and boost your energy levels through the roof in less than a week!"

Promise specific results and back them up with a guarantee. Instead of saying, "By using this product, you'll increase your sales," say, "Your sales will increase by up to 20% in 30 days or less -- guaranteed!" This establishes a higher perceived value in your product.

Whenever you can, include a persuasive tidbit that piques your visitors' interest or adds to your credibility. For example...

- A link that says "About Us" is informative, but doesn't give the reader a good reason why they should care. A call to action like: "Discover why over 20,000 business owners trust us" is far more effective.
- A link that says "Products" is far less compelling than a link like this: "Click here now to find the best tool for the job."

Encourage visitors to think of your product or service as something that already belongs to them. Transfer ownership by actually including them in your call to action: "Order now and your mirror will be showing a new you with a full head of hair in less than 60 days -- guaranteed!"

Try to instill a sense of urgency so your visitors feel compelled to make a purchase right away rather than leave and return to your web site later. You can create urgency in several ways. For example, you can...

- Limit the time for which your offer is available: "Available for the next 5 DAYS ONLY!"
- limit the quantity of products or services you offer: "Available only to the first 100 people who order!"
- Include a discount for a limited time or on a limited quantity of products.
- Include bonus items for a limited time or on a limited quantity of products.

However, you have to follow through on any such claims you make, or your credibility will be ruined.



FINAL THOUGHTS

After your headline, your call to action is THE most important element on your web site. It should stand out from the rest of your copy and be easy for your visitors to find.

In order to draw attention to it, use bolding, a larger font size, a different color -- whatever best suits the style of your web site.

To test the effectiveness of your call to action, ask some friends to look over your homepage. How long does it take them to find your call to action? As a general rule, it shouldn't take people any longer than 3 seconds.

Don't forget, your call to action is what reflects the true purpose of your web site. It's the key that gets your visitors to do what you want them to do. Take the time to craft enticing copy that really encourages your visitors to take action. If you make people an offer they can't refuse, your sales will really soar!

Two-Minute Profit Secrets Article #2:

"Using Images in Your Salesletter: Three Tips Guaranteed to Spruce Up Your Copy ... AND Boost Your Sales!"

Placing just one or two carefully selected images within your salesletter can be worth thousands of dollars in sales. In fact, just one image that brings your eBook, software, audio product, or free bonus items to life can have a real impact on your bottom line!

For consumers, there's no doubt that buying products online is a whole different ball game compared to buying from a "bricks and mortar" store. There's no face-to-face interaction, and they can't touch and examine the product they are thinking of purchasing.

So anything that you can do to make consumers more comfortable buying a product online is well worth the effort. And adding a few images to humanize your web site and show off your products -- including digital products -- is one way you can do this.

Of course, any images in your sales copy should complement the copy itself and add to your overall sales message. Remember, they're not decoration.



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In other words... no "stock" images of a man with a briefcase to illustrate a business product, or of two people shaking hands to promote a suite of training products!

Remember: Your sales page is valuable real estate, and every pixel on that screen contributes to the overall impression visitors will get of you and your products or services -- so you have to be careful how you use that real estate.

THREE IMAGES YOU MUST HAVE WITHIN YOUR NEWSLETTER

There are three areas in your salesletter where using the right image can make a HUGE difference to your sales:

1. **RIGHT UP FRONT:** A picture of you! You might think that placing a picture of yourself in your copy is a bit big-headed. Not at all... not only does this establish that there IS a real person behind your web site, but it also makes your whole salesletter that much more personal.

Of course, you shouldn't go overboard and scatter your holiday snaps throughout the copy -- that will just distract from your sales message. A friendly portrait shot near the top will do the trick. Obviously, try to choose a good picture, not just a grainy web cam shot. ;-)

2. **WITHIN TESTIMONIALS:** Images of satisfied customers. The key thing with testimonials is to make them credible. Using pictures of your satisfied customers alongside their testimonials puts a face to the words, and makes it clear that these are real, and not faked, testimonials.

So when you receive a good testimonial from a customer, always ask for a picture. If they have one of themselves using your product or service... all the better! Don't worry too much about quality -- the most important thing is that they are genuine.

3. **IN YOUR PRODUCT DESCRIPTION:** The product shot! This is the **MOST IMPORTANT** of all the three images, and it can make all the difference when it comes to closing a sale.

The thing is, people shopping online can't touch the product... so they need to see as much detail as possible during the sales process so they're comfortable with what they're buying.

If you sell a tangible product like jewelry or cameras, then you should place a well-taken shot prominently within your product copy, as well as next to the "call to action"



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when the customer is finally deciding whether to buy.

And if you mention any cool features -- like a special lens for a camera, for example -- provide an image of this too. If you sell a software program or training course, you can also include screenshots and samples.

The key is to make your product look as DESIRABLE as possible.

At The Internet Marketing Center, we've tested the impact of images, product shots, and screen captures on sales... and they really DO make a huge difference.

But what if you sell a digital product like an eBook or downloadable software? Well, you can still create a desirable image quickly and cheaply...

TIPS FOR CREATING HIGH-IMPACT EBOOK "COVERS" AND DIGITAL PRODUCT "BOXES" THAT GENERATE MORE SALES

Of course, a digital eBook doesn't have a physical cover, and software that customers can download doesn't come in a box!

But a product image -- even a digitally created one -- that's placed within the product salescopy and next to the "call to action" makes people feel like they're buying a "real" product... and this gives it a lot more value in the eyes of consumers.

The bottom line is that a good "cover" WILL help you maximize sales. And a professional-looking "box" image for other digital products does the same.

So what makes a great eBook cover or digital product box?

- It must look professional. A quick trip through web sites selling digital products will reveal tons of different designs, and you'll quickly see which ones work and which don't.
- It must be eye-catching. Make it something people would pick up in an offline store. This helps if you want to use the image to promote your product on other web sites.
- The cover or box must be suitable for the product's contents. For example, if your product is an eBook on gardening tips, use a gardening image. Check out the covers of books on your topic, or the boxes of software, sold in offline stores to get some ideas.



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- Keep the writing on the cover or box to a minimum. Ideally, you'll want to include just the product's name or title, sub-title if applicable, and author if applicable (and only if they are well known in their field). And remember that the final image will be small, so only include written content that's absolutely essential.
- Don't go overboard with the colors. No -- bright green and pink DON'T go together! Try this handy free tool for seeing which web colors go well together: <http://www.colormatch.dk>
- Stick to clear, legible fonts. Use fonts like Arial or Verdana. Avoid "script" or unusual fonts that are hard to read. And only use one font!
- Give it a 3D appearance with the title repeated on the spine, and a shadow. This makes it more tangible in the eyes of the customer.

If you have some design experience, you can take a shot at creating your cover or package yourself using imaging software like Photoshop or PhotolImpact.

A word of caution, though... if your design skills are not good, go to a professional or use custom software. Bad design and poor-quality images are worse than no images at all, and you could actually end up losing sales!

Try finding a designer through Elance, or use one of the many eBook cover design services or software providers available on the Internet.

FINAL THOUGHTS

Images in your sales copy really can make a difference to your sales, but only if you use them sparingly and strategically.

Well-positioned pictures of yourself -- and of your satisfied customers -- make the customer feel like they are buying from a real person with real customers -- not just some anonymous web site.

And eye-catching product shots do a great job of supporting your salescopy. Your customers won't judge your eBook or other products on their "covers" or "packaging" alone, but product images can provide credibility and make your products more desirable and tangible in the eyes of your customers.