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### 3 Ways to Increase Conversion Rates

By Nick Osborne

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In a previous article I talked about a few similarities between writing direct mail packages and writing web sites. In short, I concluded that as online writers we could learn a lot from direct marketers.

In this article I'm going to take a look at just one of those similarities: both direct mail packages and web sites lose almost all of their readers before the `task' is completed. Both media struggle with conversion rates that typically hover around the 2% rate.

Most of us throw out or recycle direct mail pieces almost every day. And most of us know how many of our site visitors leave before buying, signing up, registering or completing some other task.

Now for the difference. Direct mail copywriters work extremely hard to minimize the number of readers they lose, at every stage.

How hard do you work to keep and convert your readers?

Here are three tips taken from the world of direct marketing:

>> Make a promise

First, your homepage should make it very clear what you do. As in the statement, "We sell printer cartridges".

But also make a promise. As in, "You'll never run out of printer cartridges again".

The statement is about you. And it's useful in letting people know they are in the `right place'.

The promise is about them. And there is a real benefit stated there. This may be copywriting 101, to lead with a benefit, but it's surprising how many sites don't follow this simple and proven principle.

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### >> Make an offer

This is standard in just about every direct mail package. This isn't the same as a promise. An offer is when you give someone something extra, at no cost to the buyer. Maybe it's a free calculator. Or a better price if you subscribe for longer. Or 30 days free. Even a free serving of garlic bread with your pizza.

Try to do the same with your web site. With a free report. Free shipping. A free download. A free consultation. A free gift. Or free gift wrapping.

### >> Guarantee it

Direct marketers know that buyers are often nervous about buying over the phone or by mailing an envelope. So they wrap everything up in a guarantee. Be delighted or get your money back.

Online we also know that many people feel nervous about parting with their money over the Internet, particularly if it is the first time they have bought something at our site. But where are our guarantees? Too often they are found in the small print somewhere, qualified with all sorts of legal nonsense.

If you want to make your prospects and buyers feel secure, make the guarantee bold. Say it loud. Have it jump out at people. Let them know that they are protected if they choose to buy.

These are just three of the ways direct marketers try to increase conversion rates. They keep people reading with a strong promise, an attractive offer and a cast-iron guarantee.

Do you?

Nick Osborne is a copywriter, author and speaker. You can access all his newsletter articles on writing for the web at his

site. You'll find more articles and resources on how to make

money as a freelance writer at

## **How to get 10%+ conversion rates and increased profits by simply breaking even: Part 1**

### **By David Hennebery**

Its becoming common knowledge the next big thing in Internet Marketing is video. Already many internet marketers have started doing this and there conversion rates are jumping from 2% to over 10%. So what exactly are they doing with these videos? Putting it simply they are replacing the written testimonial with video testimonials.

Which would convince you to buy more? 1) A testimonial in a big yellow box written by someone you

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don't know, telling you how great the ebook is and how much they have earned Or

2) A video created by the Publisher, showing you invoices of how much he/she earned by using the methods outlined in the ebook.

It's obvious that the conversion will be much higher for number 2).

With this high conversion rate we can increase product price by 50% and increase profits further. This is the power of video. The big boys are already doing this, its easy for them, they have made huge sales with there products. So they simple get their clickbank or paypal receipts and demonstrate them on video. But the small fish can't do this because they haven't made the sales so they can't prove on video how much they've made, which effectively won't allow them to increase their conversion rates. Well there is a simple way they can do this and it's all about breaking even.

The key ingredient in all this is, psychologically customers do not think of cost. If you have a video showing your clickbank receipts, all the potential customer is seeing is how much you've made. If you produced a clickbank cheque worth 8,000 for the month of May, the customer automatically assumes you made \$8,000 profit selling your product. Roughly 80% will never stop and think that you spent \$7,000 on costs to promote your ebook. They will see what they want to see, \$8,000 in product sales. If a potential customer can see exactly how much you have earned using your product it will give him the confidence to do so and ultimately lead to purchasing the product.

In part 2, I will show exactly how you can make huge sales numbers, blast your conversion rates over 10% by breaking even and producing videos.

David Hennebery is the owner and creator of a very successful ebook called ebookprofitmaker. He is regarded as an expert in eBook marketing and selling. To contact him email

or

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