

How to get more leads, sales, repeat business, and profits – without increasing traffic.

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By Giuseppe Russo

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Do you think that traffic is the only thing you should focus on to make more profits? Well, you're wrong. There is one thing you need to focus on MORE than generating traffic. That is converting that traffic into buying customers.

Are you serious about marketing online? If so, there is no doubt you should be split testing if you aren't already!

Do you want to maximize your profits? Then you need to do split testing. If you don't do that, there is money laying on the table.

If your site converts 1% of visitors into paying customers and you make earn \$50 on every sale, but spent \$40 to make that sale, you got a profit of only \$10.

Now, watch what happens if you could somehow go from converting 1% to 2% of your visitors into customers.

You will get 2 new customers for every 100 visitors, which earns you \$100. This means a 500% profit increase!

Yes, because it costs you the same amount to acquire these 100 visitors (in our example \$40), but instead of generating only 1 customer and making a \$10 profit ($\$50 - \$40 = \10) you are now making 2 sales for that same traffic.

This means \$100 but your costs are still \$40, so $\$100 - \$40 = \$60$. You've just increased your profit by 500%, without spending any extra money!

Do you want to know what increase you will have a conversion ratio of 3%? An incredible 1,000% profit increase!

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You can increase your conversion ratio and your profit only by split run testing.
And you can test everything on your site:

Test new headlines, guarantees, graphics, different bonus, opening paragraphs, popups, popunders, long copy vs short copy. Just test one element at a time on your page then track and analyze your numbers because you need to know exactly what result each change on your page had. Did the change that you made on your page generate more leads or sales? You need to know what happend with that new headline, guarantee, bonus etc.

I know a free software that makes this marketing process very easy. It allows you to conduct split run testing of any website marketing campaign you initiate so you can simultaneously test...

Multiple Sales Letters

Different Ad Copy

Graphic Design Work

Different Price Points

Varying Guarantees

Entire Website Designs

Think about this: if your site converts 2% of visitors into customers, it also means that 98% are leaving your site without buying.

And this is a good reason why you should be doing split testing before you spend some time and/or money on advertising and bringing more traffic to your site.

Want to know more about effective spit testing? I have a Free 30 page Special Report that explains how to test most effectively.

Are you content to let 98% (or even 99%) of your visitors leave without making a purchase? Do you know why they are leaving your site?

By boosting site conversion rates you'll get more value out of all effort and expense you spend driving traffic to your site!

Now, if your site has a low conversion ratio you have to improve it. So first, improve your conversion ratio, then aggressively seek new traffic.

What's Standing Between You and More Sales?

By Raynay Valles

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Are your sales where you want them to be? No? What should you do first to build sales? First, assess where you are. Your answers to the following questions will put you on the road to increasing your sales.

Question #1 – What have you done so far to market your business?

Set aside ten minutes, grab a pen and paper, or a keyboard and write it out. Writing out what you have already done is key. Once you write down what you've done, you may see overlooked techniques you can implement.

Question #2 – How many leads do you get each week?

If you have a store or website, your leads are your visitors. Many business owners don't know this critical number. They assume that if they have low sales, they just need to build traffic. They could be throwing money away. Here's how:

Imagine spending money to bring visitors to an online store that looks unprofessional or where visitors can't find what they want. Most, maybe all of the visitors leave without buying. The same money that is spent on bringing more traffic would be better spent making the website work or look better.

Question #3 – How many leads become your customers each week?

When you know how many people visit each week and how many become customers, you know a very important number. This number is how well you convert visitors to customers. Is it 1 in 100? 20 in 100? Maybe it's 1 in a thousand. Can your business do a better job in converting visitors to customers?

Question #4 – Where do your visitors come from?

Which ads are sending you leads or visitors? Which websites and email newsletters are referring visitors to you?

Question #5 – Where are your SALES coming from?

At first glance, this seems to be the similar to "Where do

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your visitors come from", but it's not. Website A may refer a thousand visitors and give you 0 sales. Website B can refer a hundred people and 20 buy from you. You'll want to find more Website B's.

Question #6 – What measurable outcome would you like from your marketing efforts?

Lots more sales! Of course. But how do you hit this target? What are you aiming for so you can get more sales?

You can't hit what you're not aiming for. Would you like more visitors, more leads, and more phone calls from people who want what you have to offer? Or, if you're already getting plenty of inquiries, would you like to close more sales? Or would you like more current customers to buy again?

By evaluating what you have been doing, you can get on track to marketing better and building sales.



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