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**Improve Your Results Through A Goal Oriented Approach**

**By Didier Bonneville-Roussy**

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Imagine...

You have a website and are managing to receive a couple of hundred visitors per day. That's nice and congratulations to you! But so far, where are the sales?

You look back at your sales material and everything seems fine. Your website is easy to use. You tried following the advice on Internet marketing but still no sales.

What are the problems? Well, the only person who can really answer that is you. But in order to know what the problems are you'll need to develop a method to help you detect them.

Here's a 4-step plan to help you:

1. Define the goal of your website. It's already done? Think twice. The only viable goals for your business are those that will eventually put more money in your pocket. So what are your goals? To generate sales? To generate leads? To improve your customer service?

The goals you define will tell you how to read your results and what to track. As an example: if your goal is to improve your customer service you'll want to know whether the visitors to your site are your actual customers. You'll also want to know your customers' level of

satisfaction and so on.

2. Once you've established this, try to determine the variables you need to track. Let's take lead generation and sales. If your goal is to make your site sell, you'll probably need to track the sales compared to the number of visitors. But it doesn't stop here. Let me ask you a question: **WHAT IS THE MOST IMPORTANT PAGE ON YOUR WEBSITE?**

If your goal is to sell, your most important page is the order form. If your goal is to generate leads for your business, the

most important page is the one asking for contact information. This is important to understand because if you don't get your visitors to that page you are in big trouble. You may have the best copy in the world but if no one reads it you fail. When you have determined which page is the most important one in terms of achieving your goal you need to focus on how to get people to that page.

3. In order to maximize the number of people who visit that page you'll need to know which trail whoever reached that page followed before they arrived there. To do this you'll need to take a look at your server logs and determine what the sequence is that makes people click on the link to your core page. Which sequence brings in the best results in terms of sign-ups, contacts, or inquiries?

As an example, one of the most important page on <http://www.greatpromote.com> is the Discussion Page. If people don't get there and e-mail me, part of my marketing strategy is a failure. So at least twice a week I look to my server log and track the pages they visited before reaching that page and more importantly what pages people they visited before e-mailing me.

Once you know this you'll be able to direct your visitors' visits so as to maximize the most rewarding trail and to minimize the number of unproductive trails.

4. All traffic is valuable, right? **WRONG!** I consider that idea to be Public Enemy #1 of Internet marketing. Don't fall into that trap. Look at it like this:

Someone tells you about a hot traffic-generation tool and you sign up, test it, thinking you just found the Holy Grail. It effectively generates traffic. So you continue to invest more money and time in this marvel. More traffic. Now you're receiving 1000 visitors a day. But one day you wake up and wonder why all this traffic is not generating sales. Only 50 a day (5%) sign up for your newsletter and that yields a pathetic 1 or 2 inquiries per day.

Traffic is not a goal, except for sites making money strictly through advertising. It's merely a means to reach the goal you've set for your website. But instead of spending more money on that promotional marvel, look at your other sources of traffic. Do they offer a better response rate? If so, can you amplify these results? What would happen if you could find a source of traffic that brings in 100 visitors a day, 10 new subscribers, and two inquiries? You'll cut your time

and money investment by a factor of ten to generate results that are ten times better. Now you've got something that's worth expanding. What if you could expand this source up to a 1000 visitors a day? Then you'd have 100 subscribers per day and 10 to 20 inquiries.

Clearly when you are looking to grow your business you need to know what traffic generation tool is best for you! And the only way to know that is:

- 1) Test on a small scale
- 2) Expand when results are good
- 3) Drop when results are poor

5. Now you've gone through four stages:

- 1) You know your goal;
- 2) You know what pages contribute to the achievement of that goal;
- 3) You have maximized the results from those pages by directing your visitors there;
- 4) You know what are the best traffic-generation tools for your business. Now you need to test your sales material. That is, you'll need to write several sales copies, test different trails on your site, devise multiple USP's (Unique Selling Propositions) that are outlined throughout your site. You need to test and track time and time again. This is a never-ending process.

By following this advice you'll be able to build a constant flow

of income with multiple activities and you will have the tools to evaluate the results produced by your website through this goal-oriented approach.

## **The Kaizen of Goal Setting**

### **By Ke o agile**

There is an old way of goal setting and a new way of goal setting!

The old way of goal-setting involved setting your goals, preparing a list of sub-goals, and then carefully checking them off one after another (as and when they were being accomplished). Am I trying to pour cold water on the goal setting method many of us grew up on?

Not necessarily

While I am not saying the step-by-step approach does not work, I am advocating a flexible-goal setting approach.

The flexible goal-setting approach acknowledges the presence of chaos and unpredictability of our modern times, where change is rapid and conditions shift in an instant.

What's more, a tiny weeny change nowadays has the potential to create major upsets and instability.

Enter the flexible goal-setting system. And, this is how it operates.

Set big-picture, life-enhancing goals with flexible sub-goals that you can adjust to fit in with shifting conditions. The simplest way of putting this into practice is to build into your goal-setting, daily incremental steps that aggregate into your vision. Add to this sub-goal A, sub-goal B, sub-goal C, maybe sub-goal D.

Remember, each sub-goal must be flexible enough to respond adequately to the requirements of the shifting conditions.

You don't want to throw your hands in the air in desperation because your plans and goals have been derailed, do you?

Well, the 'Kaizen of Goal Setting' is about knowing the difference between the old and the new, and applying it to your goal setting.

Ke o agile is an NLP Coach and Publisher of In TheZone, an NLP focused ezine for capacity builders in the personal and professional skills development areas. In TheZone can be accessed freely at

The Kaizen of Goal Setting

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