

Where is Your Phone Number?



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By Jeff Mulligan (c) 2003

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There is probably a major problem lurking on your sales page right now. And it could be hurting your profits.

Experts agree that one of the most important factors in a successful website is credibility. This frequently translates into the credibility of the site owner. People are more likely to buy from somebody they believe in.

Is your website as credible as it could be?

People judge credibility by many subtle factors. Does the design of the site look professional? Is the site well written? Are there typos and grammar errors strewn throughout the site? Is the author believable? Does the author have experience in this market or with this product? These are all important factors.

We also know that a strong guarantee is a key part of a successful sales page. Taken one step further, the reader needs to believe he will actually get a refund if requested. And herein often lies a major inconsistency.

Look at your sales page and ask yourself: Who is standing behind the product? What do you provide for contact information?

If there is only an e-mail address, or worse yet, no contact information at all, then you do not have a

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believable guarantee.

If you want someone to believe that you stand behind your product you need to be reachable. Put your complete contact information on your web site. I'm not just talking about an e-mail address. Consider adding your snail mail address and even, dare I say, your phone number.

At first, I worried about using this approach. I feared getting calls at all hours of the night. I worried about getting overwhelmed. But, I reasoned, I could always remove the phone number if it became a problem.

Turns out, having my phone number on the site is a blessing. I have made dozens of sales because I have been available to answer one or two simple questions from a prospect. I now look at each telephone call as an opportunity to help someone solve their problem and, frequently, earn their business.

I have received numerous comments from customers saying that one of the reasons they purchased is because they can tell there is a real person standing behind this

business. The fact it is, I only get about one or two phone calls a day. And my sites have thousands of visitors every day.

In summary, take a look at your own sales page or contact page with a critical eye. Do you look like just another anonymous web site? Or is there a person there; ready, willing and able to help. The answer to these questions may have a lot to do with your conversion rates.

At the very least, test putting your phone number on your web site. Even if your web business is part time, with a good voice mail system you will sound professional and you can return phone calls when you are able. Try this credibility improvement. And see if it doesn't improve your sales.

<http://www.cbmall.com/15ways.asp?storefront=mcbbcn>

Jeff Mulligan has an MBA and 20+ years of marketing experience as an ad agency Senior VP and VP Marketing for two software companies, one of which was publicly traded. Jeff owns CBmall, a site that provides 15 different ways for ClickBank affiliates to earn income on thousands of popular InfoProducts.

Keeping in touch abroad

By Trevor Dumbleton

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In these days of mobile phones, it's tempting to think that staying in touch will be easy. Oftentimes this is the case.

But you need to think about a few things if you're going abroad and still want to be able to keep in touch.

This simple checklist should help:

1. Can you use your current cell phone in the country you are visiting? For instance, many European phones are dual band and won't work in America. Check your cell phone supplier's web site for information about using your phone in the country you are visiting.
2. Assuming you can use your phone, have you set up 'international roaming'? To keep fraud down to a minimum, when you first buy your phone it will likely be restricted to use in your home country. Call your supplier to make sure that you can also use your phone abroad. If you've already set up roaming and it's been a while since you last went abroad, double check that it is still set up on your account. This is MUCH easier to do at home than when you've landed elsewhere!
3. Check that you've set up a PIN number for your voicemail. This will allow you to check any messages received when you are abroad.
4. If you are on a 'pay as you go' phone, check that you can purchase top-up credits in the country you are visiting. If you can't, you may need to organize someone who will still be at home to buy top-ups for your phone if necessary.

So long as you can use your phone, that's it.

If you can't use your phone in the country you are visiting, you'll need to make alternative arrangements. If phones are cheap enough (for example, in countries such as the UK) it may pay you to buy a phone just for your trip. Otherwise, look into international calling cards. These allow you to dial a number, followed by the number you really want to contact. International calling cards are almost always cheaper than using regular payphones. But beware using them from your hotel room – check what charges are applied BEFORE you call.

Smooth Hound's Hotel Directory

lists thousands of hotels across the world. Whether you are travelling

for business or please, check out

Smooth Hound's hotel listings.

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