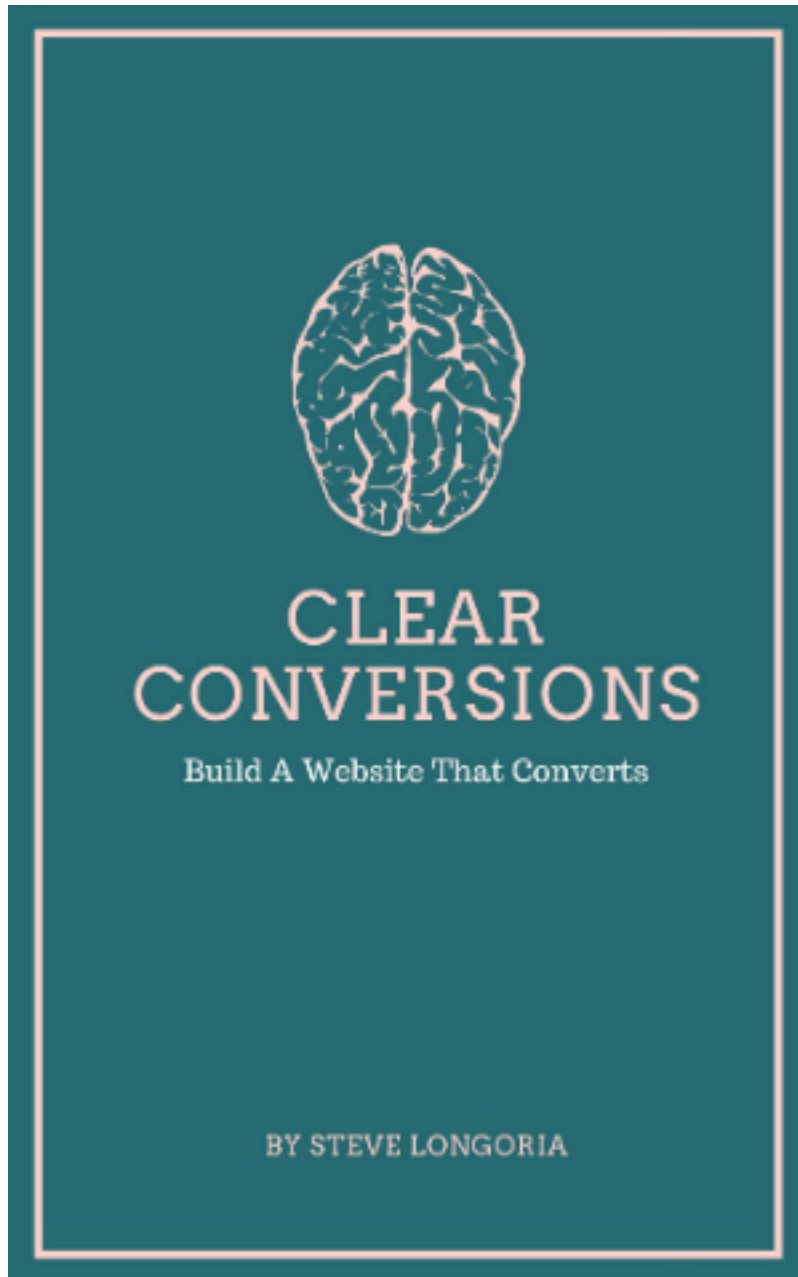


# Clear Conversions

Build A Website That Converts



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## Intro

It’s important to learn how to create websites that not only look good but are designed to maximize sales. As a business, that’s the whole point of having a website! Many businesses tend to forget this, and the end result

is your typical 'corporate website' that has visitors scrambling for the back button.

Being able to design websites that convert visitors into customers will allow you to take control of your online marketing. It doesn't matter how much traffic you send to your website if you can't design websites that sell.

Creating a website that is designed to sell actually helps your visitors by offering a clear, more streamlined user experience. They're gently lead down a single path of action. You're doing your visitors a disservice by not learning this stuff. They WANT to be sold to, it's your job not to let them down.

After you learn how to design websites that sell, you'll feel like an internet business wizard that can siphon money from any market you want. The opposite is true if you continue creating websites that you think are 'cute'.

## **You Want A Sales Funnel, Not A Website**

In this ebook, I'm going to show you how to squeeze the most amount of money from your customers online by using a sales funnel on your website.

A sales funnel is a systematic approach to selling. One of the most successful examples of this is McDonalds. When you come in to purchase a hamburger at Mcdonald's, they're really only making about .18 cents profit on that. Now when they upsell you on the fries and coke, their profit margin jumps to over a dollar.

So they draw you in to purchase one product; the hamburger, or sometimes it's the McRib, and then they upsell you on complementary products or more of the same (Buy One Get Two).

Now instead of bringing customers through a drive-thru, we want to bring customers thru our website sales funnel. First to buy one product, then to upsell/cross-sell/downsell them on complementary products.

Why is this so powerful? It's because "The probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%" – Marketing Metrics

Experienced marketers have known for years that the 'money is in the backend', which means that the bulk of your profit potential is not on the first sale but on all subsequent sales made after a customer is added to your email list.

## **An Example**

Let's say you're selling a Wordpress theme for \$40 and you have a conversion rate of 2%, making the value of each visitor about \$.80. This means for every 1000 visitors you'd make roughly \$800.

Now let's say instead, you drop the price of the theme down to \$20 and doing so increases your conversion rate to 6%. This makes the average visitor worth about \$1.20, already better than the first scenario but it's just starting to get interesting.

What if you now offered a complimentary Wordpress plugin for \$30 after people bought the Wordpress theme. If just 30% of the customers who bought the theme go on to buy the plugin, that's an extra \$540 in profit.

See how powerful a sales funnels can be? This is just scratching the surface too. You can have multiple upsells, and you can upsell higher priced services and products as well. The sky is truly the limits when you know how to design profitable sales funnels online.

One huge advantage to those businesses with a fine-tuned sales funnel is that they're able to outspend their competition in advertising since they make more money per visitor on average. It's basic math really.

## **'Must-Have' Elements For Creating A Website That Converts**

A website or web page that converts has 3-4 basic elements:

**-Your sales copy/pitch/offer.** This is the most important element you must get right. If you fail at creating a compelling offer, the rest doesn't matter. What pain are you going to offer a solution for?

The best sales copy and pitches start with your targeted audience's pain. You want to mirror the situation they're in, the pain they're experiencing that your products and services are a solution for. You then show them there's hope for a better future, a world where they are free from their pain (i.e. their dream).

Only then do you introduce the solution that is your product or service. The 'thing' that will take them from pain to dream. Does this 'pain, dream, fix' model sound familiar? It should, it's the model of most narrative fiction and it works wonders for writing persuasive sales copy. Shout out to [StackingTheBricks.com](http://StackingTheBricks.com) for teaching me this 'pain, dream, fix'. It works wonders!

Customer testimonials can also be a great way to start your sales pitch. In general, what I've found helps is to pretend like you're writing to one person instead of writing to a group of people.

**-Your price.** If you don't price it right, you won't get any sales. If you make the price too low, you won't make enough profit. Of course, that's a

different problem and doesn't have anything to do with your conversions rate. :)

**-Your call to action.** This one can be easy to forget and it may seem trivial but it's not. At the end of your pitch, you need to tell them exactly what you want them to do. Your copy must give them that kick in the rear to take the desired action, which is to whip out their credit card and purchase now.

**-Limited-time offer.** This one is optional but it's known to increase drastically. These work because it adds scarcity and loss aversion to your offer. Studies have shown that the pain of a loss is almost twice as strong as the reward felt from a gain.

## **Website Design That Converts**

It's important to keep your website design focused on your copy. You don't want to distract them reading further into your sales copy. This is easy to do and happens a lot because business owners love flashy websites, and so do developers. At the end of the day all that is important is if it converts though.

To create a website that converts, you want to lead your visitors down a single path of action. You only want to ask your prospect to do one thing per page, otherwise they're likely to be overwhelmed and leave your site. For this reason, it's best to have your navigation links in your footer. If you must have some navigation at the top keep it to a minimum.

## **1-Click Upsell**

1-click upsells are ideal since they don't require the customer to re-enter their payment info, they simply click the buy button and it'll be added to their order.

If you're a web developer, you can set up 1-click upsell using the Stripe API. If you're not, the easiest way to make this happen is using software like [SendOwl](#) or [Kajabi](#).

## **Downsells & Exit Intent Pop-ups**

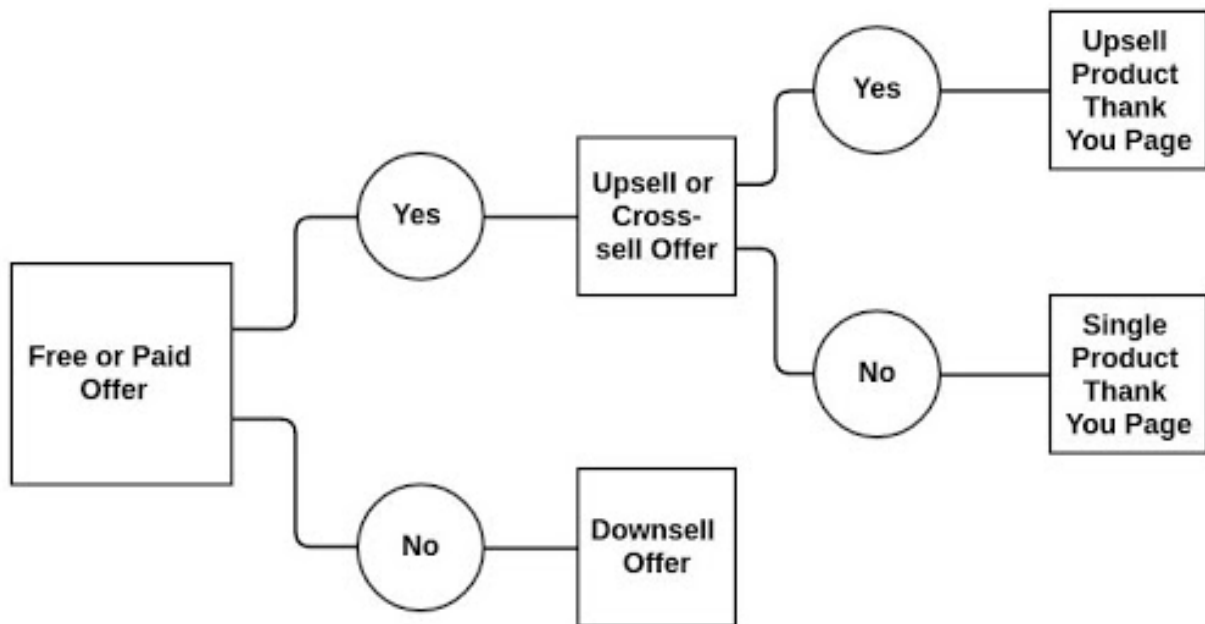
I used to recommend setting up an exit intent pop-up which offers a downsized version of your offer for less money or maybe offering a payment plan but these days I don't use exit intent pop-ups for a couple reasons:

- (1) I want to use as little code as possible for my pages to ensure they load as fast as possible.
- (2) There are rumors that Google will start penalizing sites using pop-ups of any kind and I rather play it safe in this area.

If you're not concerned with being penalized by Google and are able to achieve fast load times then by all means test this out as it's known to increase conversion rates.



## Flowchart

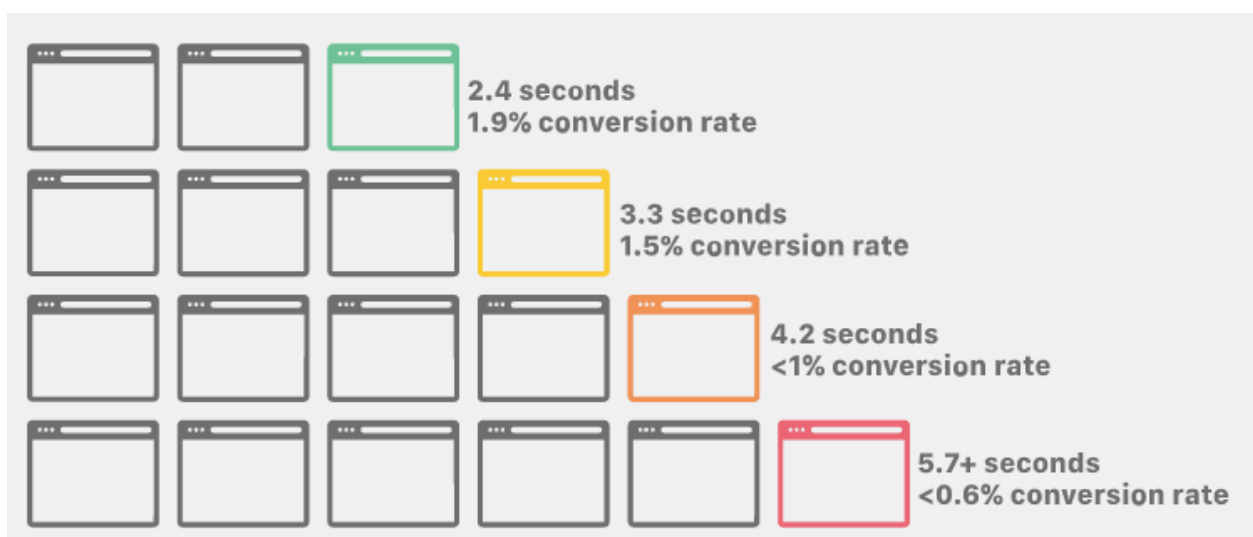


## Step-By-Step Instructions

**Step 1:** Create your first offer and create the website. If you're not a web developer, I honestly recommend just hiring one to create pages that load fast. [I'd be happy to help in this department](#). If you're looking to go it alone, learn CSS flexbox to produce beautiful, mobile responsive websites that load fast!

Tools like LeadPages or Instapages can get you started but you'll eventually want to optimize page speed which is out of your hands unless you code it yourself.

Here are some stats on why page speed is important for creating a website that converts:



Here's Google's PageSpeed Insights tool to see where you stand.

**Step 2:** Create your Upsell or Cross-sell offer. This could be a higher priced version of the product that adds more value, includes more bonuses, etc. It can be a complimentary product. Skies are the limits! Start testing!

**Step 3:** Create your downsell offer if you're going to have one, and create the thank you pages where customers will download your product. [Here's a free exit intent pop-up you can use](#) if you decide to go that route.

**Step 4:** Start driving traffic to your sales funnel and keep testing different offers w/ different upsell and cross-sell offers. [Google Ads is a great source of traffic that you can tap into starting today!](#)

**Step 5:** Most visitors won't buy on their first visit, which is why you should offer something for free in an exchange for their email address. Use marketing automation software like Drip.com or ConvertKit.com to create email sequences that more effectively sell to your email list. This will allow you to follow-up with them which is crucial for increasing conversion rates.

I especially like setting up 'evergreen' limited time offers delivered via a 7 email sequence. So the way this works is, they'd opt-in for a free gift of some sort on your site, then they're sent 7 emails over the span of several days. The last 2 emails of the sequence are promoting your special limited-time offer.

This strategy allows you time to build value, develop trust with your subscriber and build anticipation for your special offer. For this to work, just remember to have an end date, don't just run the offer forever. They must take action by X date otherwise they miss out. I've seen people who just run discounts forever, perpetually. That's not how this works.

**Step 6:** Use software like [RightMessage](#) to show the right offer at the right time based on where your subscriber or customer is in your sales funnel.

For example, if somebody has already opted in for your free gift or product on your homepage, when they return to the homepage you wouldn't want to show them the same offer. No, you'd want to show them a product for say \$27. Whatever your next offer is in the sales funnel, that's what they should see.

The bottom line is, this software helps you segment your list and personalize your copy depending on who your visitor is and what they need. To learn more about list segmentation and personalization [see this beginners guide](#).

## Conclusion

If you follow the advice in this guide, you can easily increase your return on investment with very little hassle for almost any campaign your business is running. You'll also be able to outspend your competition who doesn't have a fine-tuned sales funnel simply because you make more on average per visitor and per customer.

If you sell services instead of products you can also apply this sales funnel strategy to drastically increase your sales and profits.

To Your Success,  
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