



Why Most Web Sites Don't Work

**The Secrets to Direct
Response Marketing**

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By MJ Durkin & Norbert Orlewicx

Most small business owners don't make money off their web sites! This is just a fact. They don't generate many qualified leads either. Generally, this is because they think that taking up real estate in the cyber-marketplace will automatically bring business to them because they are "*embracing the new technology.*" They think that because their prospects can find them on the Internet instead of the newspaper that they are doing the progressive thing.

Millions of web site owners put up web sites with great hopes of cashing in on the Internet gold rush of the 2,000's! We remember one trainer friend that we know coming up to us and telling us this story after one of our seminars:

"You know, I've had a web site for ten years now and I don't think I can count on one hand the number of solid leads that I've gotten over the years. I've hired three different ad agencies and spent over \$50,000 on my web site. If I don't have a good one, I'll look bad so I have to have a decent web site. I have to admit it's really never brought me any business but it does look great! I learned more from you in a two-hour seminar than I learned from all the ad people I've hired combined!"

This is a very common story and we hear it every day! **Let's use a new concept in web design that has never been used before: How to actually generate a lead that you can turn into money!** We'll start each point with what's wrong with most sites and how to fix each problem.

Web Site Problem #1 – No Offer

We see marketers frequently spend incredible amounts of time or money to get visitors to come to their web sites. They pay for advertising, send emails, write blogs, send hundreds of messages on Facebook or YouTube to get people to click on their sites. Then, they let the prospects wander around the site and then...let them leave! It is marketing insanity to get someone to your site and then not ask them to take action.

I (MJ) teach in my training seminars all the time that a good salesperson asks for some kind of business or commitment on EVERY sales call. A sales person who can't ask for the business every time gets only one thing – fired! If your web site doesn't ask for the business, for something, then you should do the same thing – fire it!

Traffic is Overrated

Getting to the front page of a Google search is only the first step in Internet Marketing. Traffic is highly overrated. The quality of the traffic is much more important and what happens when a visitor actually gets to your site IS extremely critical. However, most web sites don't make anything happen. They just sit there! They provide information galore, let the prospect wander around and let them split. Most web sites don't even have a place to capture someone's name and email!

Perhaps we see so much "*branding*" advertising from the big companies that we think that is what we are supposed to do. Maybe we are taking advice from advertising experts who have just switched from selling newspaper and yellow page ads and have transferred their concepts to the Internet. Whatever the reason, here is a fact: most small businesspeople don't have the resources to do branding, name recognition or repetition advertising! They need a lead! They need a lead that they can turn into money, now!

Cool Doesn't Equal Cash

A web site that looks cool or catches the eye is not necessarily a good one! **A good web site is one that gets a result, a lead or a sale.** If you are anything like we were when we first started marketing on the Internet, you're broke! That's okay. So, as Internet marketers (broke ones) we need to monetize every contact we have with a potential customer. We need our marketing to actually generate money so that we can keep advertising.

We see marketers all the time who pay for Pay per Click advertising and send prospects to their corporate replicated web site. There is no offer and no way to capture that prospect's information. The prospect comes to the site, clicks on five or six buttons and leaves. It doesn't matter if they thought the site looked good, had cool videos or neat flash animation. Unless your web site is so amazing that it causes your prospect (as lazy as they are) to pick up the phone and call you right away, you blew it!

Capture Their Information

We recommend that the first step of your sales site has a "*capture page*." On the capture page you can do some bonding with a video or a sales letter and then ask for or "*capture*" their information. **The first step in marketing to a prospect**

is to have someone to market to! If they visit your site and leave, it's like a customer coming onto a car lot, looking around and leaving. What does a veteran car salesperson know? They know that if they didn't sell them right there – they're NOT coming back! In 20th century sales speak there are no “*be-backs!*”

Make an Offer – Instantly!

So, you should always make an offer to your prospect. This offer should hit them fairly quickly before they leave your capture page. Actually, the offer should come about five seconds after you say hello. Offer your prospect some kind of valuable information for free or for a very low cost. Here is the rule: **give something valuable in return for some kind of commitment or information from your prospect.**

In most cases the most important thing to get is your prospect's first name and email. If you can get address, phone number or anything else, go for it. You want their contact information because you are building a data base. You want to be able to stay in communication with that prospect. E-mail is a great low cost way to continue to contact that prospect, give them more information and make subsequent offers to them.

What to Offer

The only way to get your prospect's information is to give them something that they want. If you know your target market and your prospect's problems then you need to create information that will help them solve those problems. Offer them a free video report, e-book, MP3 download or live webinar training. In return for giving them this valuable, free information you require at the very least that they give you their first name and email address. At the very most, you can ask for phone number, best time to call, mailing address etc.

Web Site Mistake # 2 - No Reason to Respond Immediately

The prospects that come to your web site are not going to take action unless you give them a reason to. Your prospects are lazy, they're slothful. They've been taught that they can use the Internet to get all kinds of information for free and never have to make a commitment to get any of it – and that's what they'll do if you let them. Educating prospects on your web site doesn't get them to take action. What gets them to take action right away is making them an offer that

provides so much value, so much benefit, that they can't resist putting their name and e-mail address into your capture page boxes. To make that offer even more powerful, threaten to take it from them if they don't respond right away. Fear of loss is always greater than the desire for a gain! The combination of offering something very pleasurable and at the same time painful if the prospect doesn't act is a powerful closing tool!

One way to get your visitor to respond immediately is to talk about where they are hurting, where they are in pain. If your offer reveals, exposes or reminds your prospect of their pain and then has a way to solve it – you'll get their information. Your offer should hit the pain button hard and then ease off by offering the solution – for free. This is of course, if they will give you something very simple in return – their first name and e-mail address!

Grab Them by the Throat

Your offer, which is the solution to your prospect's problem, has to explode onto the screen of their computer. It should resemble the opening scene of an action film. Boom! Arnold Schwarzenegger crashing through the door with fireballs, explosions and his fierce ominous presence is the effect you should go for. Your offer needs to make your prospect's pupils dilate! It needs to make them take notice. You figuratively, need to grab your prospect by the throat and make it so compelling that they have to take action!

Surfers are not buyers. Web site visitors rambling around your site, loving it, getting education, comparing you to others doesn't pay the mortgage. When your prospect sees or hears your offer, they should say to themselves wide eyed, *"Wow! That's a great deal. That's so much value for so little commitment I have to take advantage of this now. I'd be a fool to click away from such a great offer. I have to do this now."*

Remember, that we are talking about your sales sites. We aren't talking about bonding on Facebook or educating on your Blog. Hopefully, you've already done some bonding by the time they get to your site. This is the time to sell and subtlety won't help you here. You've already been subtly building the relationship. There comes a time in every web site's existence where it finally needs to ASK FOR THE BUSINESS!

Web Site Mistake # 3 – Unclear Instructions or Too Many Options

So, your prospect comes to your site. Congratulations! You got them there which was the first part of the challenge. Your prospect starts looking at all the different buttons and navigation bars that your designer set up on your site. They can click on “About Us,” “Contact Us,” “Our Story,” “Our Founders,” “Store,” “Blog,” “Products,” and so on. And then they leave! Well, what did you expect? There are so many choices that your prospect just wanders around until they get bored or a page takes it’s time opening up and – they’re gone. Why do people put all kinds of buttons on their sites? Because everyone else does!

Prospects Don’t Know What They Want

Your prospects don’t know what they want. Now, if they don’t know what they want and you give them all kinds of choices, offers, prices, programs what is going to happen to them as the wander down the different corridors of your site? They’re going to get confused! A confused customer is not going to take action or buy. They are going to leave your site thinking that they can come back to it another time – but they won’t and you just lost your chance to even capture your prospect’s name and email never mind the chance to get them in the door.

You Can Lead a Prospect to Water...

You have to give your prospect clear choices. You can’t ask them what to do – you tell them what to do. They don’t know what they really want to do. If you’ve ever done phone prospecting you’ll know what we mean. You find out quickly that if you leave the idea of making the appointment up to the prospect that they will hesitate and ask you to call them at a later time. That’s how the “*assumptive close*” was invented, “*Which would be a better time to meet? Would Tues. morning be good for you or would Wed. morning be better?*” You have to assume that your prospect will not take action so you have to give them reason to act right now.

You have to give your prospect a clear marketing choice: “*Fill in your name and email address and receive_____ Thank you. Now, get out of here!*” Well, not quite that blunt but in theory, yes, be that clear. Tell your prospect what they should do. Get your prospect in the door. Market a basic product or your beginning “*level.*” Once they have spent even \$5.00 with you, it will be easier to get

them to give you \$10.00. It is always easier to market to an existing customer, so give them a very clear choice about how they can start doing business with you.

Web Site Mistake # 4 – Trying to Build Top of Mind Awareness

Building brand name recognition using repetition in advertising is for the big boys. In 2006 Coca-Cola spent 2.6 billion dollars on advertising. Do you have that kind of money? For small business owners name recognition doesn't feed the bulldog! Name recognition on the Internet doesn't mean squat either. The secret to Internet marketing is you need to generate a lead that you can eventually turn into cash! At least enough cash to be able to market a little bit more and get another lead.

In my (MJ) water treatment business we had a \$1,500 a day nut. In accounting terminology, that was our overhead. It cost us \$1,500 just to turn the lights on of a service business that had 15 employees. I didn't care one bit if I had name recognition. I needed a lead! With a lead, I could send a salesperson or go myself and close a deal! I needed cash to pay the bills. In our business the lead was king! When we generated a lead, we jumped right on it and closed it as fast as we could. That's how we survived.

Now, if you develop some name brand recognition as a result of your marketing efforts then that is cool. There's nothing wrong with people getting to know who you are and picking Coke over Pepsi. When marketing on the Internet don't make brand recognition your goal – it's a by-product.

Web Site Mistake # 5 – Not Following Up

Of course we are assuming here that you would naturally or be forced to follow-up with prospects that actually raise their hands and say that they want to buy. We are really talking about the people who have NOT taken advantage of your offer. While you should create your offers assuming that there will be no "be-backs" you should create a mechanism within your system that follows up with people that have not purchased something from you.

This is of course why we almost always look to capture someone's name and email address as a low cost way to follow up. Now, using your auto-responder you can continue to market to your List of people in your data base that have essentially said. "No." You have to assume that what they have really said is, "Not

yet.” Don’t discard people who have rejected your offers. If you continue to market various products or services to them you might eventually sell them something. Since e-mail, through auto-responders is such an economical way to market, make sure you always try to get a prospect’s email address!



**If you found this information valuable and would like
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