

This one question to the right people will help you increase your sales fast

How do you what will work best for your site? The short answer is you don't.

It's difficult to figure this stuff out on your own. You're too close, you've forgotten what it's like to use your website for the first time.

That's why you need to go to the most reliable source there is - your visitors and customers because they vote with their wallets.

So it's valuable to talk to your customers by using surveys, polls and interviews.

But most businesses fail here by asking the wrong questions to the wrong people at the wrong time.

You have to remember that each of your customers are different, each with their different reasons for buying the products you sell.

And most importantly you have to remember to segment your customers into those **who have bought from you already**, and **first-time buyers**.

Those who are repeat purchasers can be immune to usability issues your store may have (after all, they've bought from you before and know what to do).

But the **first-timers** are the key here.

Ask them this question:

What's the one thing that nearly stopped you from buying from us?

And ask them right after they've made their first purchase.

Because all the doubts/fears/issues when using your website are still fresh in their minds. (If you ask them later there's a high chance they'd have already forgotten.)

There are other people out there who almost bought something from you but didn't because of these same reasons.

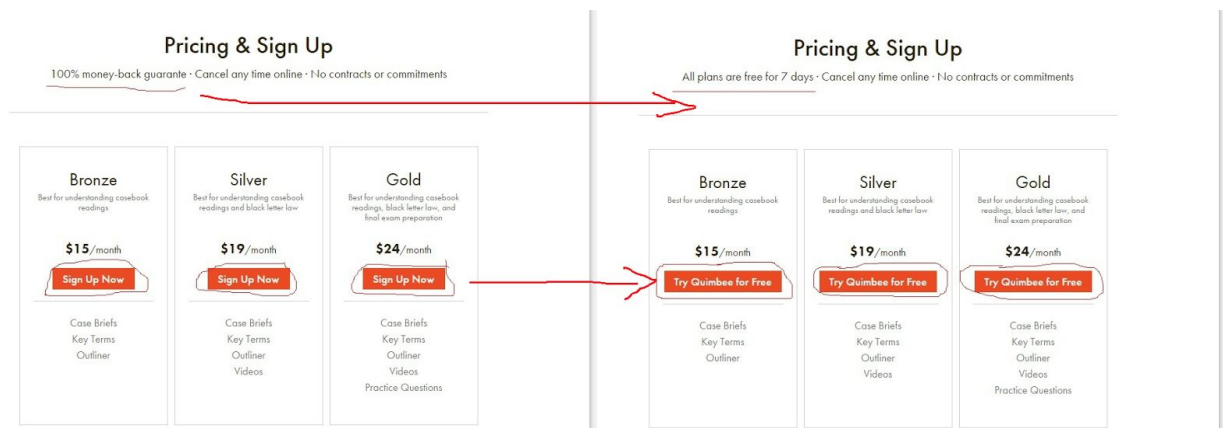
And by uncovering and addressing these reasons you'll be removing the barriers that had stopped visitors from purchasing from you in the past and boost your conversion rate.

Case study:

For [quimbee.com](https://www.quimbee.com), I found that majority of the respondents answered this question by saying they weren't sure if the membership included everything they needed.

I proposed to offer the visitors a free trial—exposing them to the service to remove their fears at no cost to them.

Here's the changes I made to the pricing page:



And the results were stunning:

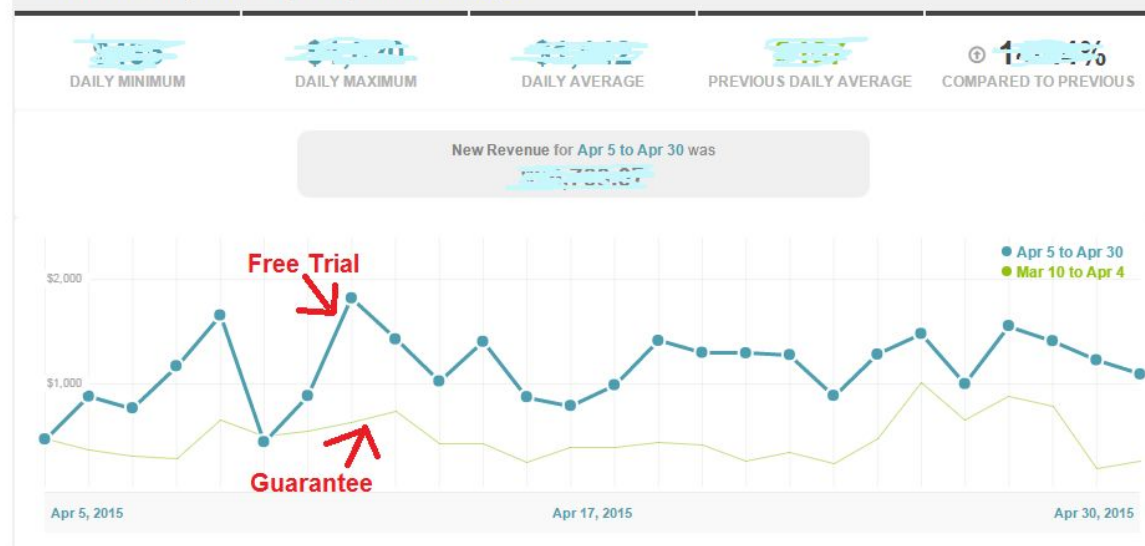
New Revenue

Calculates the total revenue of new subscribers and excludes any revenue from existing subscribers.

[Edit metric details](#) [Delete metric](#)

Date range: Start date: End date:

Over Time Comparison for Apr 5 to Apr 30 vs Mar 10 to Apr 4



+160.02 increase in conversion rate (99% Confidence);

+106.59% increase in Revenue (99% Confidence).

What's next?(plus a limited offer)

This is just one simple (yet effective) example on how you can optimize your site and boost your revenue.

If you'd like to learn more and get specifics tips for your website, send me an email at emils.veveris@gmail.com with your URL.

I'll do a quick review and to see if it's a good fit for my Optimization service. If it is, we can schedule a free 30 minute phone consultation to discuss how you can make more money with your site.

I'd love to hear from you.

Cheers,

Emils Veveris