



Super Amazing

The Whole Experience

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10 Steps to Make Your Products Irresistible Online



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I know from speaking to other individuals like yourself that many of them are worried that they won't be able to sell enough products to keep their company running another 6 months.

It's a Cold Hard Fact

Even if you have the best product in the world, if no one wants to take time to learn about it, connect with it, and love it, **they won't buy it**. You've worked long hours, 20-hour days sometimes, just to make your company's vision and culture known to the world. If you don't start bringing in more revenue, all of that could be for nothing.

Why You Need New Customers

When new customers aren't picking up your product on a regular basis, you lose your sense of security. You'll have to rely on existing customer sales which may not be enough. When you lose your security, you lose your sense of reasoning. It's harder to negotiate when you know that the next sale could make or break your small business.

Your family depends on your passion. You may be like myself, sole breadwinner, with a wife (or husband) at home taking care of the kids, pets, house, and preparing a delicious dinner for when you come home after long hours at work. If consumers don't want what you're selling, **your entire livelihood is at stake**.

It's Hard to Ignore It

You're responsible for a lot. I don't even have to think twice about it. Right now, your brain is probably compiling a list of responsibilities, and even a few that you forgot to do this morning. (Take out the trash and pay XYZ bill).

When sales aren't coming in, it's like your life becomes a bad side-effects commercial:

- You borrow money or cash in your savings
- Which causes you to either go into debt or use up your savings
- And you work longer hours
- Which means less time with your family
- Which causes stress on your marriage
- And may eventually lead to divorce
- Which makes you depressed
- And unmotivated to work and keep communication with the few clients you have left
- Your workers get upset and start stealing from your company
- Then your customers leave you because your product isn't what it used to be
- Which causes all your customers to leave
- Forcing you into bankruptcy

Okay, so a bit exaggerated? **Or maybe not.**

Current Solutions to get customers to notice your product

Cold calling costs you your time and sanity. Sure, you can get

someone to buy your product if you call enough people who are wondering how you got their number in the first place. You can deal with insults, stumble through the script you've written, and waste more time with your ear pressed, burning hot to the phone. No one wants to be that telemarketer. You have a brand and culture to uphold. Customers expect respect and loyalty from start to finish and beyond.

Handing out flyers burns through your cash and isn't very effective for people that don't want your message. We've all done it, or we've asked someone else to do it. It's been used and abused so much that we just put on our blinders when someone tries to approach us. Have you ever wanted to take a flyer when you're at a red light? They're always a couple cars ahead of you, and you're praying the light turns green before they knock on your window.

Here's a list of other current solutions that may or may not get you the result you want.

- Paying for ads without landing pages
- Giving elevator pitches
- Social media
- Create fresh sharable content
- Word of mouth
- Landing pages

Which one works? Where should you use them, and when shouldn't you? A lot of the time, **it's a gamble**. I know when I'm paying hard cash, I don't want to hope that my money is worth it all. I want solid facts. I want analytics. **I want proof.**

Super Amazing Has More Than a Solution

I work with a proven system that seamlessly merges content strategy, marketing, design, and development in working solutions that solve company, business, and technical goals. This system will help you increase sales, provide solutions that you can use to help keep your customers happy, and gives your customers a community to interact with.

Ready?

Step One

You'll want to start by doing market research to target a specific trending niche market. This helps to focus on a target goal and audience that is viable and growing. You'll have a better chance of dominating the market when there are only a few competitors.

Step Two

Next, determine who's going to buy your product and craft scenarios that outline their goals. Targeting a specific audience allows you to understand their fears, pains, and ultimately what they want. This will save you time and money on research and development.

Step Three

Thirdly, create a free offer for your product and craft supporting ads. This entices and encourages wary prospects to engage in content that they might not otherwise look at. The benefit of this will reflect in more sign-ups and leads.

Step Four

After that, create a landing page for your featured product or service. This allows you to present your free offer in an appealing way. Your offer will have better conversions with strategic content.

Step Five

Next, make sure all hidden product experience variables are addressed and optimized. This will make sure security, community, support, and speed are accounted for. Your prospects will have an optimized experience that's faster, friendlier, social and secure.

Step Six

Develop a series of drip-marketing messages that sync with your Customer Relationship Management system (CRM). This will allow you to build trust in a non-intrusive way while leading prospects through the sales pipeline. You'll increase sales through trust rather than intimidation.

Step Seven

In addition, test your sales funnel against your user scenarios, document and train any staff in preparation for your launch. This ensures the sales pipeline works properly across all mediums. You'll have the peace of mind that you won't drop an opportunity due to faulty systems.

Step Eight

Now that your campaign is ready to go, you'll want to get traffic to the website. More traffic means more chances that your niche market will engage in your free offer. With more people

downloading your free offer, you'll have more leads going through your sales funnel which will ultimately result in more sales.

Step Nine

After your campaign has been running for a while, review the results and conversion analytics, look for areas to improve, and seek out testimonials and/or feedback. You'll be able to see what was done right, what needs improvement and how your campaign fared. You'll have a real picture of what's working, and the ability to understand how much it cost to make a sale.

Step Ten

Lastly, understand that the process is never over. Take this strategy, refine it, rinse and repeat. This keeps your products engaging and going off the shelves. Use this process to adjust your sales pipeline as needed. Your customers will enjoy your irresistible products and you'll enjoy more sales.

The Super Amazing Picture

I have 98,000+ hours of web development, design and fine art experience that you can trust and depend on. I've worked with solo entrepreneurs to million dollar companies and have delivered solutions at every level in between.

Out of all of our clients, 100% of them say they were extremely satisfied with their end product. Out of that 100%, every client I've had said they'd gladly recommend Super Amazing to their friends. Just this year, I intimately worked with two other design firms to double a multi-million dollar company's online sales' revenue in just six months.

A Mini Case Study

I interviewed a recent client of mine, Lil Bit's Boutique & Event Planning, which benefited from the steps outlined here. Here's what she had to say about her experience:

Why did you choose Super Amazing over the competitors?

"I wanted someone who was not only knowledgeable and computer savvy, but also personable and responsive. I found that through Super Amazing. Right away, Super Amazing took down everything I asked in detail, and made me feel confident that I would have a top-of-the line website and logo design."

What challenges did you or company face before using Super Amazing's services

"I had a huge challenge of showcasing my service. I didn't have a set logo or brand that represented me or my business."

What problems did Super Amazing solve for you or your company?

"Super Amazing designed a clean, flawless logo that represented my company perfectly. He took that same concept to the design of my website and all of its elements."

How does the service Super Amazing crafted fit into your regular day to day business life. Why does it matter?

"The logo Super Amazing designed draws in my

customers; it stands out above and beyond my competitors, and most importantly, it represents who I am and what I do.”

More Success Stories From Clients

“Super Amazing created a website for one of my clients, which turned out to be one of the most beautiful websites I’ve seen. The site’s functionality, with its responsive design, scales down to mobile devices seamlessly. My client was thrilled, and so was I. Visit <http://iamcary.com> to see for yourself. Super Amazing gets my highest recommendation. William Mosley III is a gifted, motivated, and ethical businessperson, and his positive, creative energy is inspiring.”

Sunny Cook, Freelance Writer, Researcher, Editor and Proofreader

“Working with Super Amazing has been a pleasure. Not only did the final product exceed my expectations, but Super Amazing took my vision, conceptualized it, and materialized it, all within a very short timeframe. I was kept in the loop from start to finish with timely updates. All in all, Super Amazing takes talent, dedication, and professionalism to another level. I will definitely be doing business with them in the future.”

Jon Ryan, Jon Juicer

Complimentary Strategy Session

Here's a limited time offer I usually charge \$200 for, **completely free to you.** You won't want to miss out on this. I guarantee you'll put down the phone with new information that will help you increase your online sales.

Call 828.295.2299 Today

to get your questions answered
and save time and money.

Be sure to mention you read this ebook to redeem your complimentary strategy session.

If you're in the Asheville area, I'd love to treat you to breakfast while I discuss how Super Amazing can save you thousands in months. Be sure to mention you're in the Asheville area, and that you read this ebook to redeem your complimentary strategy session and breakfast.

People typically ask:

- **How much would it cost for Super Amazing to make my products irresistible online?**
- **How do I focus my goals?**
- What is a landing page?
- How do I determine my niche market?
- I'm not a writer, do you have a system for writing irresistible product descriptions?
- What makes Super Amazing different?
- What other services do you offer?
- My website is broken, can you fix it?

**Make it easy on yourself and call
828.295.2299** today to get help
increasing your store's online sales.

Please call between Super Amazing's regular business hours.
5am - 5pm EST, Monday - Friday. If you're unable to reach me,
please leave a voicemail with your information, and I'll get back to
you ASAP!