

## Converting Every Visitor into Subscriber

If a person visits your website and leaves, chances are that he or she will not come back, especially if there are no compelling reasons to do so. After all, we all behave rather impulsively on the Internet, so much so that we can easily forget where we were 10 web pages ago.

But the bottom line is that your visitor may not come back to your website again. If 1,000 visitors visit your website, leave and never come back again, you can imagine the amount of potential revenue lost, simply because they do not come back. You could have converted a fraction of the visitors into your customers.

Some may say that creating unique content can keep some of the visitors coming back, but very often, unique content is not the solution. The real, long-term solution lies in converting your visitors into subscribers of your mailing list.

Before your visitor leaves your website, you want to convert him or her into your subscriber via a simple opt-in to your mailing list. You do this by asking for your visitor's name and email address through your opt-in form.

And if your visitor signs up to be on your mailing list, you can still follow up with him via email. You can get your subscriber to consider your offer, or endorse another offer to him or her.

All in all, you want to convert as many visitors into subscribers as possible and obtain the potential revenue you rightfully deserve - the easy, wise way.

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