



The Sell More Checklist

31 Tips for Your Website



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Introduction

Can **YOUR** website sell more?

By the end of this checklist you may shout “Absolutely YES!”

Why?

Because these are the same tactics other website owners are using to build *THEIR* sales.

The purpose of this checklist is set up to increase the sales from the traffic you already have. Every business is different, so there is no guarantee that YOUR sales will increase by using these tactics.

To get the most from this checklist,

- Print it out and read through it once, checking off items as you go.
- Set deadlines to implement the items not checked off.
- Put the other items into action.

Read this ebook and do what it says. You might sell more from your website. Sounds simple, huh? Actually, you’ve got work to do

Are you ready to learn how to sell more? Let’s start.

What’s the latest trend in sales conversions?

Stay up-to-date on the latest tactics that help others sell more from their websites. To sign up for Free **Sellmore Updates**, send an email to sellmore@aweber.com

The Checklist

Do you recognize the real difference your products/services makes in the world?

1. The difference my product(s) make is

Few people recognize the real value they bring to the world. This is the most important element to your sales. If **you** don't believe that your product or service makes **a real difference**, why should your visitors believe your product or service will add to their lives? And your belief will impact every aspect of your website.

What businesses think they sell	The real difference made by the business
Consulting services	Time-savings, peace-of-mind, more business
Martial arts training	Self-defense skills and improved fitness, more confidence
Hot sauce	A taste experience you can share with friends and family
Magic tricks	Fun and the admiration of others
A selling checklist	A more successful businessperson (you)

What's your conversion rate?

2. My conversion rate is: _____ buyers in _____ visitors

How many people come to your site per day, on average? How many of them buy from you, on average? Do 1 in 32 visitors buy from you? Is it 1 in 100? 1 in 400? That's your conversion rate.

Knowing your conversion rate is your starting point. Once you make the changes suggested in this report, check your conversion rate again. It's going to be much higher.

Help visitors find what they want

3. I have at-a-glance category links

Have links to your product categories laid out at-a-glance along the left side of the screen. Studies that follow visitors through online stores show that when links are clear, some visitors will make impulse purchases. The visitor who came to your site for one thing may decide they'd rather buy something else.

4. My links are not hidden my links in pull-down menus

You'll sell more if you have at-a-glance links. Don't make your visitors mouseover for pull-down menus. If you really have to have the mouseover links, have at-a-glance links at the top or bottom of your page.

5. I have a search box in addition to links

Some sites only have search boxes. Don't make this mistake. Have a search box *in addition to* links. This will be a convenience for some users.

Also, your search box will give you feedback on what your visitors want. You might not yet offer some of the things visitors type in. Or maybe you do offer items but the link is not prominent enough. Take a look at what your visitors are searching for.

Is your page written to persuade?

6 . I have compelling headlines and subheadlines.

Do you have a headline? Headlines beckon visitors to read more. Have you broken up long text with subheadings?

Visitors may only spend a few seconds at your site. If a compelling heading catches his eyes, he may read more.

7. My sales page is written to persuade.

Talk about the real difference your product or service makes, like:

- saving time
- making money
- looking younger, fitter, sexier

- winning the esteem of others
- ease, convenience

Paint a picture of what life will be like once they use your product or service. What you write can make a big difference in your sales.

How are your visitors feeling without your product? Angry? Frustrated? How will they feel once they use your product? Copywriting is an art in itself. You can learn how to do it yourself, or you can hire a skilled copywriter.

Useful Link: To learn how to write to sell
<http://www.internetmarketingideabook.com/greatcopy.html>

8. My pages work for skimmers.

Some visitors will not read your information word-for-word. They will skim your page, looking at headlines and bulleted text. Does your homepage pass the skimmer test? If I visited your site and quickly skimmed your pages, would I see key benefits? Would I be drawn in to read more?

There is a skill to writing bullets. Examples:

- Do this one thing on an interview and you're guaranteed to get the job.
- Discover a common exercise that can cause you to gain weight
- The one place you never want to vacation

"Don't make them take your word for it."

9. I have testimonials on my homepage.

Having a link to a testimonials page is convenient for you, but it is a mistake. A visitor may not want to take the time to click to the page. But there is something very compelling about "text in quotes". If your homepage is crowded with information or products, put one testimonial prominently on the page, then add a "More testimonials" link.

10. I have testimonials on my product pages.

Everyone knows you could say anything you want about your product. One testimonial near the top of your product page will go a long way towards building credibility. Be sure to use your best testimonial you have. If your product page is long, place testimonials throughout.

11. I have a testimonial on my order page.

Don't miss out: An often overlooked place to put a testimonial is on your order page. As your visitor reaches for his wallet, he might hesitate, thinking, "I don't know...maybe it's not worth it..." and then he clicks away. Once he clicks away, it's unlikely he'll be back.

A testimonial on this page assures him that your product IS worth it.

Heap on the credibility.

12. I mention my company's awards/ acknowledgements/ recommendations.

Have you received awards? Post them on your site. Has your website been recommended by an ezine or website? List these recommendations. Has your business been acknowledged? Quote the acknowledgement.

13. I have links to articles on other sites.

Has your company been written up? "Read a recent article featuring our company" Request permission to reprint the article on your site. If you link directly to another site, open a new window. This way, visitors can read the article without leaving your site.

14. I offer articles.

An easy and often over-looked credibility booster is to **write** an article. In fact, content you already have on your site may be able to be converted to an article. Just give it a headline and a byline to the author. "Read our recent article: How to get the most from your widget"

What if you don't have fabulous writing skills? You don't have to write the article yourself. Hire a ghostwriter. She writes the article, you get the credit and a well-written article.

15. I offer tips.

Another easy thing to do is gather several tips and post them as a tipsheet.

- Click here for "Five tips for writing to sell"
- Tips for Growing Gorgeous Perennials
- 10 Tips for Choosing the Right Gift for Him

Do this and suddenly, you show yourself to be an authority.

Create "I can't-pass-this-up" offers.

16. I offer a package deal.

Put a collection of items together and offer them as a package deal, the way the travel industry does. They package hotel, airfare and rental cars for one low price. Examples:

- Get a DVD player and 3 DVDs for \$100.
- Business Starter - Receive website design services, hosting for one year and search engine promotion and save \$130.
- Any 3 t-shirts, your choice \$52.

17. I offer an incentive for a larger purchase.

If your average sale is \$20, offer a discount or bonus for any \$30 purchase. Many sites offer a discount for a \$100 purchase. Try this immediately.

"I-can't-believe-my-eyes" guarantee.

18. I offer a great guarantee.

Everybody's afraid of spending money foolishly. Let your prospective customers know you stand behind your work. Stores that offer automatic no-lemon policies can charge a little more than their competitors.

If you're concerned about being taken advantage of, then just test your guarantee.

Sweeten the deal.

19. I offer bonuses and giveaways with purchase.

Offer a bonus or giveaway with each purchase. It could be a free report or an email course sent by autoresponse.

20. I offer access to our archive as a valuable bonus.

Consider changing your archive into a members-only area, then offer it as an valuable bonus for doing business with you. Larry Chase, publisher of the Web Digest for Marketers (very useful) used to offer access to the WDFM archives, a \$25/year value, free with the purchase of his book, Essential Business Tactics for the Net.

21. I offer access to our links area as a valuable bonus

Have you collected a links lists for your visitors? You can change that area into a members only area, then offer it as an valuable bonus for doing business with you. Examples:

- "Your company name here" Webmarketing Library
- "Your company name here" Home Improvement Resources
- "Your company name here" Links Collection

22. I stated the value of our giveaway.

If you're going to give away a report, email course, access to a members-only area of your website or any other promotional item, ***absolutely state the value.*** Don't judge it on how big it is. A two-page report that gives valuable information found nowhere else has great value.

23. I listed a time-limit for my offer.

Just to say that it's a "Limited Time Offer" makes prospects think, "you're just saying that." The very best thing you can do is state a definite date. For example: "This special offer is only available until Jan. 5."

Call to action.

24. I have placed my "Buy" links placed early and often

You can say "Buy now" or "Order now" but this does need to be on your product page. Place your "Buy now" link in several places on your product page. Near the top for returning visitors and later in your copy for visitors who are reading every word.

Make it easy to order.

25. I accept credit cards

With all the online payment solutions available, you can easily accept credit cards. Whether you sell products, services or digital products, you can get this capability from several companies.

Useful Links: These companies will easily enable your site to accept credit cards: <http://www.internetmarketingideabook.com/cb.html> and <http://www.internetmarketingideabook.com/pp.html>

Make it easy to buy more.

26. I have a "Continue Shopping" link

Some shopping carts are stupid. Shoppers click "Buy now" and are taken to the shopping cart page. So far so good. The problem arises when there's confusion about how to continue shopping. "Will I lose all the items in my shopping cart if I click the back button?" is a common thought.

Help your visitors easily get back to shopping. Provide a "Continue Shopping" link.

27. I upsell.

Upsell once the visitor has made up his mind to buy. This is the classic "Would you like fries with that?" technique. In your case, it will be items that go along with the purchase.

For example, Godaddy.com registers domain names. Once you decide to register a name with them, you go to their order form. On the order form they also offer website hosting and website creation software. You can then easily click to add these additional items.

Get their name and email address.

28. I offer a something in exchange for my visitor's email address.

Some marketers "sweeten the deal" when asking for email addresses. Examples:

- Sign up for our newsletter and receive the free article "Which Exercise Program is Right for You?"
- Request our 5-part email tutorial "BizBuilders" and receive free access to our BizBuilders Links Library.

29. I offer a report by autoresponder, then follow up.

You want the email addresses of people who want your products, but for some reason won't buy just then. An easy thing to do is to offer a useful report by autoresponder.

You can set it up to automatically send the first email immediately, then a few days later, send a "Did you find the previous report helpful?" email. Both automatic emails include a small ad about your products or services.

Useful Link: For autoresponders, check your webhosting package. Some include autoresponders. For an easy to use autoresponder, visit <http://www.internetmarketingideabook.com/ar.html>

30. I have converted some current content to a email tutorial or tips email, sent automatically

One online marketer offers 37 Marketing Tips that he sends out once a week, automatically by autoresponder. Each email contains a useful tip. At the top of each email is an offer to send you ALL the tips at once in an ebook format, just in case you don't want to wait. At the bottom of each email is an ad for his other products or related affiliate links.

You can do the same with your automated emails. These emails become your automated salesforce, continuing to establish your expertise and keeping your name in front of prospects.

Ask for referrals.

31. I make it easy for visitors to give referrals.

Ask your visitors who do they know who would be interested in your offerings. Have a refer-a-friend feature on your website. Even if a small number of visitors invite their friends, it's free word-of-mouth.

Bonus Tip #1!

visit www.internetmarketingideaBook.com

32. I always deliver more than my customers expect.

Do this and you'll have plenty of repeat customers. Plus you're likely to get more visitors because of recommendations from happy customers.

Bonus Tip #2!

33. I think of the sale as just the beginning of a beautiful relationship.

A new customer is beginning a relationship with your company. Build on this relationship. Remember to follow up.

Ask your new customer if everything is OK. The responses you get will be incredibly useful. If the customer says something is wrong and tells you why, you've just gotten valuable market feedback (for free!). If the customer says everything is great and tells you why, you've just gotten a testimonial. Ask for permission to use it in your promotional media.

Periodically, send emails regarding other items your customers may want. Always include a way for your customers to discontinue mailings from you. If your emails contain information your customers want, they'll be happy to hear from you. And if your recipients don't want your emails, you'll know it. They will unsubscribe. This is more valuable feedback.

Now that you've read through this checklist, put these items into practice and watch your sales grow!

About the Author

Raynay Valles, Internet Marketing Specialist, started coaching business owners in 1998. She conducted 2 hour onsite quick courses in website promotion for entrepreneurial businesspeople in Chicago.

That grew into a coaching and marketing implementation business. Raynay worked with small and midsize website business owners across the US to build traffic and sales.

She is also the author of **The Internet Marketing Ideabook**. Her numerous webmarketing articles have been published in many ezines.

www.InternetMarketingIdeaBook.com

And

www.RaynayValles.com

Recommended Resources

For a Free course on getting traffic with Google

<http://www.internetmarketingideabook.com/freegooglecourse.html>

For a Free Search Engine Optimization Course that surprised me with tips I didn't know about SEO

<http://www.internetmarketingideabook.com/seo.html>

For Advanced Stealth Marketing Strategies on video

<http://www.internetmarketingideabook.com/imw.html>

For Internet Marketing Predictions

<http://www.internetmarketingideabook.com/imp.html>

Learn Copywriting - Magic Words That Can Make You Rich

<http://www.internetmarketingideabook.com/copywriting.html>

For a Free course on Affiliate Marketing

<http://www.internetmarketingideabook.com/affiliatecourse.html>