



BOOST YOUR ONLINE SALES 1.

Upsell

1.1. Selling once is great, but selling twice is even better!

1.2. Perhaps on the face of it, a \$70 ebook is too much. But paying \$20 more to upgrade the \$50 ebook to the \$70 premium edition with bonus materials...? That's a different story!

2. Free Voucher

2.1. A free voucher is another great way to turn that first success into a repeat success. A free voucher will let your audience buy a future product from you for a discount. This both rewards their initial custom, and also incentivizes them to buy more. It's a win, win for everyone!

3. Calculate Your CLV

3.1. Your CLV is your "customer lifetime value." This tells you how much on average, each visitor who buys from you will be worth to your brand. You get this number by looking at your current products, the conversion rates for each one, the profits on each one, and how many times the average user buys from you.

4. Have a Pop-Over

4.1. Pop-overs, or light-boxes, are boxes that appear over your page content and make the rest of the page fall dark. These can be an excellent way to grab attention and to promote a discount or offer.

5. Remove Navigation Elements

5.1. The same thing is true for other navigation elements. Your sales page should not include easy buttons that will take visitors back to the homepage, or to other pages on your site.

6. Page Speed Matters

6.1. Run the page speed optimization test from Google to see if your page is loading speedily.

7. Money Back Guarantees

7.1. A money-back guarantee is a no-brainer that is missing from

a lot of websites.

8. Know Your Value Proposition

8.1. The value proposition is one of THE most important aspects of your product and your business.

9. VERIFY the Product

9.1. Verifying your product means ensuring that there is an audience for it before you invest a lot of time and effort into it.

10. Sponsor an Influencer

10.1. A great growth hack for any product is to find someone with a large audience and get them to promote what you're offering.

11. Retargeting/Remarketing

11.1. Retargeting and remarketing both refer to effectively the same thing: showing ads to people who have previously been on your site.

12. Galvanize the Affiliate Marketing Community!

12.1. Some people are reluctant to do this, seeing as they will think that the community will end up "taking" their profits.

13. Make it Sound Tangible

13.1. One of the biggest challenges when selling online, is that your audience can't actually pick up the product and feel it in their hand.

14. Use Contrast

14.1. Contrast is the perfect example of how this can work. This might mean selling a product for \$10 and another one for \$ 150 on the same page.

15. Link Everywhere

15.1. If you have a product, you shouldn't only be promoting this in ads. Include links throughout all of your blog posts, in any videos, on social media... essentially anywhere that you possibly can!

16. Running a Preorder

16.1. Asking for preorders has a huge number of benefits. This not only gives you some upfront cash flow, but it also gives you an idea of how much time to invest in your idea, based on how popular it appears to be.

17. Get Genuine Reviews

17.1. Many of your visitors can tell the difference between genuine reviews and paid reviews.

18. How to Get Media Coverage

18.1. If you can get your products and items covered in the media, this can be just as powerful.

19. Red Buy Buttons Are Better

19.1. This might seem strange, but simply making sure that your “Buy Now!” button is colored red, can be a very effective way to get more sales.

20. Have a Coupon Code

20.1. This is a great way to get people to buy who otherwise might not, it's a good way to test out discounts, and it also lets you run deals with affiliates, influencers, and others!

21. Don't be Spammy!

21.1. As a general rule, you should always maintain your integrity. This builds long-term business.

22. Try Scrapping the Funnel!

22.1. That said, some people spend so much time and effort focussing on their funnel, that they end up confusing and driving people away!

23. Market in Person

23.1. Marketing face-to-face is an extremely effective way to make sales and can also be an extremely valuable learning tool.

24. Authority

24.1. Another option is to allude to authority. We have discussed “becoming” an authority to some extent by posting smart blog posts and presenting yourself well on social media/video. But

while this can be very effective, it will never get you to the very highest positions of authority.

25. What is Your USP?

25.1. Your USP is your Unique Selling Point. To cut this story short: have one! A USP makes you stand out from the crowd, and it gives people a reason to buy from you.

26. Obligation and Reciprocity

26.1. This is a powerful human urge. Did you know that if you do something nice for someone, they will be overcome with an urge to reciprocate by multiple times what you offered them?

27. Respect Their Time

27.1. With regards to every aspect of your sales, it is important to always respect the visitors' time.

28. Remove Barriers to Sale

28.1. This is another example of removing barriers to sale. There are many more things that might likewise put someone off buying.

29. Create Scarcity

29.1. Scarcity means making your product less available, in order to encourage people to sign up and get involved quickly.

30. Add a Support Bot

30.1. This can be a great way to engage with people as soon as they land on your site, but also to ensure that any pressing questions get answered quickly.

31. Try Existing Sales Platforms

31.1. Another way to make it much easier to sell is to use existing sales platforms. These offer multiple options, they come with trust built in, and many people will have already entered their payment details.

32. Font Matters

32.1. Font matters as it helps ensure your content is easy to read and can make a big difference to the seeming production value of

your site.

33. Consult Your Audience

33.1. If you have an audience, then why not ask them what they would want to buy from you and how you could sell it to them?

34. Testing Your Copy

34.1. Test the copy on your website and how well it sells by using split tests. That means creating two slightly different versions of your site with different sales copy and seeing which performs best.

35. Writing a Buyer Persona

35.1. Your buyer persona is the fictional biography of the kind of person that would buy your product.

36. Find “Lookalike” Audiences

36.1. A lookalike audience is a demographic or niche that is compromised of a similar type of person, with similar interests.

37. Team Up

37.1. Teaming up with other creators and influencers is an excellent way to reach a larger audience and potentially to have more impact on your market.

38. Invest in High Quality Images

38.1. Filling your sales page with beautiful images makes people want to spend more time there, makes you look more professional, and simply helps you to sell more!

39. Answer Objections in Your Copy

39.1. People thinking of buying your product will find they have to face a lot of objections that are preventing them from making the leap.

40. Optimize for Mobile

40.1. More and more people now buy products online via mobile – so make sure your site is ready for that.

41. Understand Intent (This is Important!)

41.1. Intent is one of the least understood concepts in marketing – and it is one of the most important.

42. Try the Soft-Sell on Social Media

42.1. Selling isn't only a matter of trying to force your products down people's throats. In fact, the soft sell will often work better particularly when selling something for a higher price.

43. Engage With the Community

43.1. Have you ever seen a product or a seller seemingly “come out of nowhere” to take a whole niche or industry by storm?

44. Respond to Criticism

44.1. If you get a bad review or find an unhappy customer, don't react negatively. Firstly, recognize that the audience is always right, and losing profit from one sale is not important in the grand scheme.

45. Have a STRONG Brand

45.1. On that note, it's important to have a strong brand. That means making sure that your logo, site name, and design all communicate what your product/brand is about and who it is for.

46. Communicate

46.1. Communication is an important strategy in general. For example, when someone posts on your Facebook wall, always be sure to answer back.

47. Test

47.1. Imagine that you have an idea for a product, and you begin accepting preorders. Over the next several days you receive hundreds of thousands of orders and it is all going extremely well.

48. Hire a Pro

48.1. Hire a professional whenever possible to handle your web design, to help you with your copy, to put together videos.

49. Have Multiple Opportunities to Buy

49.1. If you have a long sales page with lots of text in a narrow format (as you've been instructed to do here and no-doubt

elsewhere!) then you are following the best advice for your sales page design.

50. No Hidden Costs

50.1. Never include hidden costs in your products. This might seem like a great way to get more people to buy, but ultimately it will hurt the experience of your product.

51. Sell Something You Are Proud Of

52. Fail Fast

52.1. Fail fast means that you should aim to get your product out and to create a pitch as quickly as possible. Once this is done, the next step is to start selling.

53. Emote

53.1. One of the most important things to do in your sales copy, is to make sure that you are emoting and trying to get an emotional response.

54. Don't Give Up

54.1. One of the worst things that you can do when it comes to selling a product online is simply give up. If you don't find that your products are selling right away, this doesn't mean they aren't sellable, and it doesn't mean you're bad at this!

55. Be Realistic

55.1. Not seeing those sales come in right away? Don't worry! This is normal, and it can take a long time until you start generating a significant passive income.

56. Don't be a Cliché

56.1. We've mentioned several times that you should avoid being spammy or too "salesy." Over the long term, this is going to help you to establish a better reputation and sell more.

57. Generate Interest

57.1. Something we've alluded to a few times throughout this book is that your product should be designed to generate interest.

58. The F-Zone

58.1. The term F-Zone refers to where the eyes go on your site when it loads. The F zone is the left side of your page and the top two rows (top and middle top).

59. Reduce Choices

59.1. We've discussed the benefits of contrast and selling tiered products. Sometimes however, having multiple choices can actually be a bad thing.

60. Invite to Contact

60.1. Invite your audience to get in touch with you. This is a great way to sell, and especially when selling services!

61. Hiring a Writer

61.1. If you don't have a natural knack for writing, then don't try and wing it! Your sales copy is CRITICAL to your success, so hire a pro!

62. Be Clear and To-The-Point

62.1. This is something that is extremely important for businesses in particular.

63. Create a Viral Hit

63.1. If you can create a viral video or blog post then this can drive a huge amount of traffic to your product!

64. Be a Consummate Professional

64.1. In every interaction with your customers, you must be as professional as possible.

65. Build Your 500 True Fans

65.1. The book 500 true fans suggests that if you gain 500 true followers that love what you do, you will never struggle to make sales or promote your work.

66. Knowing Your Niche

66.1. As well as understanding the buyer persona, it's also important to understand the niche.

67. Don't Try to Appeal to Everyone

67.1. You shouldn't try to make your product and your sales approach appeal to everyone. A simple rule of thumb is that if you appeal to everyone, you appeal to no one.

68. Social Proof

68.1. Social proof means things like testimonials, or stats that tell the audience "everyone is buying this!"

69. Track, Measure, Tweak, Optimize!

69.1. This is one of the most important things of all when selling: you need to make sure that you are constantly tracking and watching your products to see what is working and what isn't!

70. Give Away as Much as You Can for Free

70.1. The more value you can offer for free through your website, the more you will draw people in to your content, the more you will demonstrate your value, and the more you will encourage them to buy from you in future.

71. Know Your Why

71.1. Your single product is a small part of a much broader business strategy. This is why it's so important to "know your why."

72. Make it Feel Premium

72.1. Do whatever you can to make your product feel premium and exclusive. That includes talking about it throughout your site in a manner that makes it sound elite.

73. Use Rhetorical Questions

73.1. Rhetorical questions are questions that you don't expect an answer to.

74. Sell Something Small

74.1. Selling something small from your website is a very effective way to get people used to the idea of buying from you.

75. Ask for Testimonials

75.1. We've discussed the importance of showing testimonials, so don't forget to ask for those in order to get as many as possible!

76. Point Of Sale Add-Ons

76.1. Point of Sale is the point at which the individual has committed to buying from you and agreed to spend money.

77. Headings That Tell the Whole Story

77.1. As mentioned earlier, the vast majority of people using the web are in a hurry. This means that they do not have time to read a huge, dense, block of text.

78. Consider a Funnel

78.1. Funnels involve using multiple different "touches" to gradually increase investment and engagement.

79. Launch BIG

79.1. Preorders also help to build buzz for your product. Launching your product in a big way is an extremely powerful way to gain that initial momentum.

80. Offer Multiple Payment Methods

80.1. Don't force people to leave your site without buying because they don't have the necessary payment option! PayPal alone is not enough – several entire countries can't use PayPal!

81. It's All in the Presentation

81.1. The way you present a product can make a HUGE difference to its saleability and the price you can ask for it. Consider the difference that packaging makes for example.

82. Have Tiers

82.1. This also helps you to encourage people to move "up a tier" and thereby spend more than they otherwise might have.

83. Use a Countdown Timer

83.1. While this can look spammy, when used correctly, a countdown timer can be a powerful tool.

84. The Long and Narrow

84.1. A great web design for a sales page is long and narrow. This means that it should encourage your visitors to scroll down the page to keep reading.

85. Always Warm Up Those Cold Leads

85.1. The best way to think of your sales process is like dating. You wouldn't walk up to a stranger in the street and ask if you could take them home!

86. YouTube Marketing

86.1. We've spoken a little about the importance of using video already. This is also extremely important when it comes to YouTube.

87. Give Away Review Copies

87.1. Another great way to get more people interested in your product, is to give free copies/products to influencers.

88. Reconsider Your Email Magnet

88.1. If the email magnet you are giving away is too high value, it actually has two undesirable effects: it encourages people to sign up who just want "free stuff," and it devalues what you are capable of offering.

89. Offer Freebies

89.1. Freebies are hugely beneficial for any marketing strategy and should represent a key component of what you are doing.

90. Your Web Design as a Funnel

90.1. Ask yourself this simple question: when someone lands on your website, what is the first thing you want them to do? How is your website ensuring this happens?

91. Production Values Matter

91.1. This is true for your website, the product itself, any marketing material, and certainly any videos.

92. Look at the Competition

92.1. Always do your market research. Specifically, always see what the competition is selling and HOW they are doing that.

93. Run Discounts

93.1. Discounts are a powerful tool to drive more sales.

94. Try a Different Product!

94.1. If you really can't sell your product, then consider changing. Don't let ego or stubbornness factor into this: if something isn't working, then move on!

95. Increase Trust by Being Transparent

95.1. There are a lot of websites that will try to sell products by promising the Earth. These sites might use fake testimonials and outrageous claims.

96. Use Instagram Stories

96.1. Instagram Stories are an extremely powerful tool that a lot of sellers don't fully utilize.

97. Target Better

97.1. Don't assume that low conversion rates are a result of a sales script or design that isn't doing the job. Just as likely, is that it is your targeting that is missing.

98. Remove Ads

98.1. If you still have adverts for other products on your website – such as Google AdSense – then it is critical that you remove that as soon as you can. All these ads do is to send clicks away from your site, thereby minimizing your own sales.

99. Use a Video

99.1. This can be game -changing. Hire a professional editor and get them to make your product look as amazing as possible. Add an incredible soundtrack, and you can motivate people to stop thinking and just click on that "buy" button!

100. Use a Narrative Structure

100.1. Narrative is often described as "SEO for the human brain." What is meant by that, is that by telling a story, you can get your audience to lean in and engage with what you're saying. This is crucial if you want them to not only stay on the page, but also

buy from you.

101. Run Split Tests

101.1. Split tests involve creating two slightly different versions of the same sales page. You then compare the performance of each version, before adopting the changes across your entire site/marketing campaign. Try comparing different colors, fonts, phrasing, and more.

102. The Best Service

102. 1. A simple-yet-highly-important strategy is to provide the best service you possibly can. This way, you can ensure that people will a) say nice things about you and b) want to use your service again. As they say: what goes around comes around. And this holds true in business!