

7-STEP GUIDE TO CONVERTING COLD TRAFFIC INTO PAYING CUSTOMERS



1. Connect With Customers Instantly

Prospects will abandon your website if they can't instantly figure out the **problem you solve**. They must believe you understand who they are and what they're up against. When prospects feel connected to you, they self-qualify, consider your offer — **and buy**

2. Replace Clutter With Clear Message

Prospects can't absorb a sales message that is **vague or complicated**. Your challenge is to connect with prospects and let them know — simply and directly — why you're their best option for solving their problem. When you do, **conversions will improve dramatically**.

3. Gather Leads Using A Free Offer

Email is still the ideal marketing tool for building customer relationships. However, prospects will ignore a **generic "subscribe" form** because it's no longer a novelty. You must give your prospects a creative reason to join your mailing list. They'll be more likely to opt-in, and you'll have endless opportunities to **convert those leads into customers**.

4. Create Multiple Opportunities To Buy

Many good prospects won't make an **instant decision to buy**. You must follow up with information designed to appeal to different personality types. When prospects recognize themselves in your copy, **they will be much more likely to buy**.

5. Persuade Prospects To Buy

Most people won't buy based on just a description. For better conversions, you'll need to structure a **persuasive sales message** that covers logical, practical and emotional reasons to buy. Then prospects can make a **buying decision** with their mind AND heart.

6. Multiply Your Sales

A customer who makes a first purchase **won't automatically come back** to you for future purchases. You must create a path to more opportunities to **exchange their money for your benefits**. Satisfied customers will always be open to ways to get more value from you.

7. Tap Into Micro-Niches

Without prompting, satisfied customers tend to **enjoy their purchase in silence**. But with a friendly, reasonable request, many people will tell friends and even strangers about their successful experience with you. Create a system for getting referrals, testimonials and case studies so you can bring in prospects who are **already primed to buy** from you.



JACK PRICE

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To **schedule a phone call** with me to talk about how to convert your cold traffic into paying customers, visit: pricewrite.com