BOOST YOUR ONLINE SALES

Left Branches

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

Run Split Tests — 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.

Use a Narrative Structure — 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.

Use a Video — 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!

Remove Ads — 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 send clicks away from your site, thereby minimizing your own sales.

Target Better — 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.

Run Discounts — Discounts are a powerful tool to drive more sales.

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

Try a Different Product! — 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!

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

Increase Trust by Being Transparent — 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.

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

Production Values Matter — This is true for your website, the product itself, any marketing material, and certainly any videos.

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

Your Web Design as a Funnel — 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?

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

Launch BIG — 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.

Give Away Review Copies — Another great way to get more people interested in your product, is to give free copies/products to influencers.

The Long and Narrow — 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.

Reconsider Your Email Magnet — 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.

Use a Countdown Timer — Note this can look spammy, when used correctly, a countdown timer can be a powerful tool.

Consider a Funnel — Funnels involve using multiple different "touches" to gradually increase investment and engagement.

Always Warm Up Those Cold Leads — 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!

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

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

It's All in the Presentation — 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.

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

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

Point Of Sale Add-Ons — Point of Sale is the point at which the individual has committed to buying from you and agreed to spend money.

Make it Feel Premium — 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.

Offer Multiple Payment Methods — 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.

Use Rhetorical Questions — Rhetorical questions are questions that you don't expect an answer to.

Headings That Tell the Whole Story — 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.

The F-Zone — 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).

Hiring a Writer — 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!

Knowing Your Niche — As well as understanding the buyer persona, it's also important to understand the niche.

Create a Viral Hit — If you can create a viral video or blog post then this can drive a huge amount of traffic to your product!

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

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

Give Away as Much as You Can for Free — 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.

Emote — 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.

Build Your 500 True Fans — 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.

Track, Measure, Tweak, Optimize! — 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!

Be Realistic — 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.

Don't Try to Appeal to Everyone — 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.

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

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Right Branches

Upsell — Selling once is great, but selling twice is even better! 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!

Free Voucher — 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!

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

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

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

Galvanize the Affiliate Marketing Community! — Some people are reluctant to do this, seeing as they will think that the community will end up "taking" their profits.

Make it Sound Tangible — 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.

Use Contrast — 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.

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How to Get Media Coverage — If you can get your products and items covered in the media, this can be just as powerful.

Red Buy Buttons Are Better — This might seem strange, but simply making sure that your "Buy Now!" button a colored red, can be a very effective way to get more sales.

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Market in Person — Marketing face-to-face is an extremely effective way to make sales and can also be an extremely valuable learning tool.

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What is Your USP? — 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.

Obligation and Reciprocity — 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?

Respect Their Time — With regards to every aspect of your sales, it is important to always respect the visitors' time.

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

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Have a STRONG Brand — 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.

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

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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!