

Wp Action Offer Box Plugin

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Dear Fellow Entrepreneur.... Its widely known that the life blood of your business is solely dependent on two driving factors, traffic and conversion. Without these, it doesnt matter how good your sales pitch is or how great your sales letter / ad copy may or may not be. The fact remains you must have both of these in order to succeed. Before we continue on I want to state openly there will be those who claim they really dont need to worry about this. Maybe theyre sending out direct mailings, doing some kind of integrated email and sms text based marketing or it could be theyre testing out the local cold call telemarketing center, all of which can (if done correction) bring in a nice ROI aka return on their investment. And maybe theyre doing really good and are happy with the results while smugly thinking they dont need to worry about things like traffic and conversion or how to increase either of these factors. Personally, I believe that to be a fools notion, but sticking to just the facts, if this is what theyre doing then they are focusing on traffic already through these methods if nothing else. Just For The Sakes Of Argument Lets Review Both Of These Factors First Lets Examine Why You Need Traffic You could have the best product or service on the planet, but if no one is calling, coming in to your store (or in the case of our recent tests) visiting your website to see your offer, then the odds of you making a sale are slim to none! In fact, Ive often heard this argued from the point of view where a new upstart business opens a wonderful new company, but its out in the woods. The area theyre located in has only dirt roads and two lane highways, like youd see in more rural cities where the houses are further apart and theres more wildlife with plenty of room to roam for those who enjoy this kind of lifestyle. Next, lets imagine the company has no roadside signs, no phone book listing set up for their business and isnt doing any form of advertising. How will anyone find them, other than word of mouth ? ? ? Putting this quite simply, more than likely they wont be found by anyone and without any form of traffic their business will inevitably wither and die! Now Lets Take A Closer Look At Conversions After being in this business for some time now I can tell some really interesting stories about things like split testing, color psychology and the power of certain words when used properly and for some people this may be truly enlightening. However, for my recent tests things really werent so complex, so for the time being were going to stick with just the simple easy to follow stuff.

With that said, there's not a whole lot of glitz and glamour here, but the really cool part comes from the results my team has discovered. Yes I used that word again as I feel like I've found some long lost secret, though in reality this is the same kind of information some of the better marketing trainers are teaching students about, or at least those who listen and take action. It usually starts off something like this.... In order to increase email list optin ratios you must use popups!and then the rational side of your brain processes this information and thinks the person teaching this course is quoting old and outdated statistics. Maybe this worked years ago, or so you may think. Or maybe it works for other people or in certain situations, but it just doesn't seem like a good fit with your business model based on some preconceived notion that you'll lose potential sales this way. Meanwhile, other people are using this and DOUBLING OR EVEN TRIPLING their email list size without any added efforts on their part, but again you think it's just an isolated incident and it may even be due to the type of web traffic they are getting, which leads to a different kind of consumer who's ok with popups. And while you're not 100% certain, it's best not to annoy anyone. Right ? ? ? And If You're Thinking All Of this You're Not Alone! This is where I have to admit my own downfall, as there was a time I had firmly come to one unshakable profound belief about this subject. It didn't matter who stood on stage preaching and teaching about how big of an impact using popups has had on their business. I didn't care what Guru X was raving about, as I was not willing to budge on my beliefs when it came to this subject. Like Many Others I Thought (and still think to this day) Popups Are Annoying However, this doesn't change the results. After going through and testing this at great length I can't argue the raw data laid out in front of me. And while it's really easy to find yourself lost in all the split testing madness, the information gained is what makes the difference between mild success and being an absolute marketing superstar! As an example, after doing just a few split tests where I added audio to a bullet pointed squeeze page optin popup comparing the results to a video squeeze page optin popup and then triple checking with my former static html optin form with nothing more than a few graphics and some bullet points I was already seeing increases of 15 to 35% in some cases. But it didn't stop there, as I was so shocked by this I decided to share this with a friend of mine and he used these same techniques with one simple twist. He took the area of the optin where it says your name and removed this, which at first sounded absolutely insane. After hearing trainers pound the concept in my head about how people LOVE TO HEAR THEIR NAME over and over and how this was one of the sneakiest ways to increase email marketing conversions I thought this guy was absolutely out

of his mind until I saw the raw data. He Was Now Getting A 52 - 55 Optin Conversion Ratio Steadily! And the coolest part is he was doing all of this without increasing traffic or going out looking for some \$30,000 per sales letter copywriter. The only changes hed made to his sales letter was the optin style popup, as opposed to the kind you normally see on the side of a blog saying Join Our Newsletter, which he then removed the name entry area from and his conversions started climbing. Then I started thinking about the other ways this could increase sales. What if your prospect is already on your email list and you just want to offer them some kind of discount coupon code. Maybe youre releasing some new software or training program in beta mode and you need some feedback, so you create an easy to use coupon code and offer a 50 discount to anyone who signs up. Or maybe your desire is to have more people connect with you on Facebook or Twitter and you have some special bonus theyll get once they do, but in order to do this you need some way to get the message to them. You certainly dont want to dedicate an entire sales page to this concept and while a quick blog post may be semi-effective for the limited few who follow your blog and read everything you publish like avid followers, its just not practical.

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