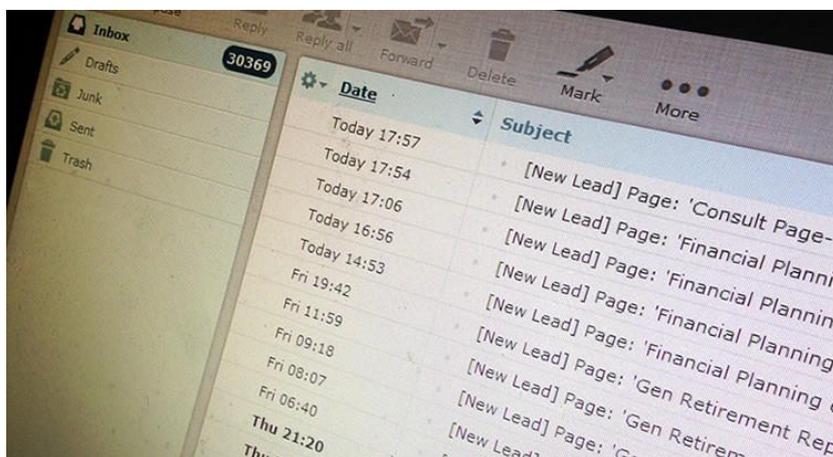


# The big mistake that prevents your website from generating clients

Posted on Oct 25 2014 by Mitchell



## Is it a traffic problem?

If you had 10x the number of visitors to your site each day, could you generate more clients? Most business owners would say yes. But is it possible to increase the number of visitors to your site tenfold?

It's easy- the answer, is that services like Facebook, Google AdWords, LinkedIn and now Twitter are lining up to sell your targeted traffic...along with SEO professionals who can optimise your website to appear higher on Google searches for key terms.

The problem is that each visitor will cost you anywhere between 50c and \$10 each...which is why buying targeted traffic is unaffordable for many business owners. The problem is not that there isn't traffic or people interested in what you have to sell, but that it's not profitable to pay to send visitors to your website.

But what if you knew that you could make \$15 from every single visitor to your site?

## **The biggest problem is that your website isn't making you \$15 every time someone arrives on your site at the moment**

If your site was earning \$15 per visitor, you could afford to advertise across the board and attract hundreds of visitors each day. The biggest problem with your site is that it's not converting enough visitors into clients. And while it's like this, any money you spend on attracting new clients will be wasted.

## **The mistake that is costing you money**

Your website isn't converting enough visitors into clients for a simple reason- the mistake your website is making is that it doesn't **warm up** leads before trying to sell to them.

In most cases, people are sent from ads directly to the homepage of the website, a page where they can buy a product for \$997 or a lengthy form that involves them giving up all their personal information just so they can enjoy a lengthy sales pitch from you.

Doing the above will scare off even your most qualified website visitor...and yet I see this time and time again when engaging with Facebook Ads or clicking on Google AdWords content.

**So, how can you warm up cold leads before they buy from you?**

The answer is to use a carefully crafted sales funnel; one that warms up your leads, gets them excited about your product or service, and then offers to sell to them while removing unqualified sales prospects from the picture.



Remember that most people won't buy now- but more often than not, they will weeks or months down the track- either from you or your competitors. So a once-off 'buy now' page is a wasted opportunity.

### **Do you have a lead magnet?**

A lead magnet is a high-quality product that is the start of good sales funnels. It's essentially a bribe that gives the prospect something in exchange for their information. On the internet, there are so many websites asking for contact information- so your prospects will be reluctant to give up their details. This is why your lead magnet should be irresistible.

If people aren't requesting your lead magnet, you may have one of the following problems:

- Your lead magnet is not irresistible
- Your website attracts the wrong people (eg. trying to talk about business insurance to people who don't own a business)
- Your website is confusing- the page offering the lead magnet should be very basic and simple
- People think the costs will be greater to them than what they will actually get from your lead magnet (eg. they may be worried about getting spammed)

The lead magnet helps your visitors to perceive you as an expert (since the lead magnet is usually an information product that showcases your knowledge). Think about the sort of things you could offer- like a report, a video or a webinar.

### **The remainder of the funnel depends on your business**

There are many approaches on what to do once your lead magnet has attracted someone to take up the offer- but the lead magnet part of the funnel is essential to get right. If people aren't taking up your lead magnet, you cannot send traffic to your site in a cost effective way that delivers a return on investment.