

7 Ways To Capture More Leads From The Traffic You Get



by

Rocky Tapscott

EmailAlchemy.net

Quick Legal Stuff

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Resources To Help You...

- **Learn how to double your optin and conversion rates** with the same system used by big names such as Ryan Diess, Todd Brown, James Schramko (SuperFastBusiness), Michael Port (best selling author of Book Yourself Solid), Juan Martitegui (CEO Mind Valley Hispano), AJ Silvers and many more. [Click here for details.](#)
- **Learn why a Billionaire funded an unusual Psychological Marketing Experiment** on August 3, 1932, that hundreds of smart entrepreneurs are now using online to get thousands of customers and clients, and convert 12.98%... 15.89%... even up to 46.8% of their prospects into buyers. [Click here for details.](#)
- **If you can copy and paste words from one document to another,** you have everything you need to make huge increases in the number of sales you are making right now, regardless of what business you are in or what you sell. [Click here for details.](#)

Introduction

Welcome to the ***11 ways to Capture More Leads From The Traffic You Get report!***

You know, most business owners, particularly people who own a brick and mortar business, completely neglect the fact that what they really have is NOT A SHOP-FRONT, but a potential lead capture system that's begging to be exploited.

Let me explain...

A huge mistake most business owners make is they THINK they have a store, warehouse, factory, distribution center or website for the purpose of selling products and services. But the thing is, what your customers, clients and patients are really BUYING are **results, solutions and/or relief from some sort of problem or pain.**

And in the vast majority of cases, people who walk into your business or visit your website one time are NEVER going to come back, especially if you don't give them any reason to, apart from the fact you are located somewhere in their neighborhood.

So with this in mind, what you should really be focusing on is **coming up with ways of capturing the contact information** of as many of those one-time visitors as you possibly can, so you can follow up with them in the future.

And this is particularly true if you want to charge higher prices than your competitors, because you will usually need multiple 'touches' with each person in order to explain the better results your customers, patients and clients can expect to enjoy when they purchase from you, instead of one of your lower priced competitors.

At the end of this Report, I've included a Bonus section where I show you exactly how to go about getting people to join your prospect or customer database, so you can start building that all important relationship with them right away.

So with that understanding, let's look at 7 ways you can capture more leads from the traffic you are already getting...

1. Develop A USP For Your Business

A USP is a "unique selling proposition", and it's the short statement that tells your prospects how your products are different and better than the competitors' products.

Basically, it's the statement that tells your prospects why they should buy from you instead of any one of your competitors.

Here are some factors around which you can base your USP:

- The strongest guarantee.
- The greatest durability.
- Outstanding dependability.
- The highest price for justifiable reasons.
- World class customer service.
- Your product was made in a special or exclusive way.
- You're specially qualified to offer the product or service.
- Your business was first in some category (if not, you should CREATE your own category).

And so on.

Point is, look for a benefit that appeals to your customers.

Example: The car rental company Enterprise has the USP, "We pick you up." There may be other rental companies that pick their customers up, but Enterprise was the first one to advertise the fact and use it as their USP. And this USP is indeed a good reason for prospects to choose Enterprise over the other rental companies.

2. Focus On Building Your Mailing List

The vast majority of people will leave your website without ever purchasing your product.

Indeed, if your conversion rate is 3%, then consider this: 97% of your visitors are leaving. And most of this 97% won't ever come back, either due to forgetting or not being interested in your current offer.

So here's what you do to boost those profits: Get these people on your mailing list, such as one you build through [Aweber](#) or [GetResponse](#).

This helps you accomplish the following:

- You can close the sale by following up with the prospect.
- You can build a relationship and trust with the prospect, which boosts sales.
- You can put other offers in front of the prospect. So even if he doesn't buy your original offer, he may buy something else you're promoting.

Now, you can't just say "join my list." Instead, you need to give people a reason to join your list.

Examples:

- You run a golf site. Offer a free "improve your putting" video to all who join your list.

- You sell weight loss products. Entice people to join your list by offering a free report, "77 Surprisingly Easy Ways to Lose Weight!"

The best service I've found for creating high converting optin forms and landing pages that convert a high number of visitors into subscribers is [LeadPages](#).

Remember I've included a comprehensive Bonus section at the end of this Report where I go into this topic in much more detail.

3. Use An Exit Offer On Your Website

As I said earlier, the vast majority of prospects who visit your website and hit the "back" button won't return.

One way to quickly build your list is to offer them a great incentive to join your mailing list before they leave. And the best way to do this is to add an exit pop-up offer to your site.

This is just what it sounds like – you create a pop-up window on your website that only activates when someone is leaving the site. The general sentiment is, *"Hey, don't go – here's something special for you..."*

We'll go into what your exit offer should look like in the Bonus section in this Report, but for now, just know that one good way to create an offer like this is by using [Popup Domination](#). You can [learn more about how this cool tool works here](#).

4. Use Educational Marketing And Sales Videos To Generate Optins

Different people prefer different methods of receiving information. Some people prefer videos, while others prefer to simply read text.

So here's the deal: If you're just using text or video on your optin forms, there's a certain portion of your audience who's not really getting your message. They may listen or read it, but the message just doesn't sink in.

The solution is simple: Test offering both a video and text sales message.

If you already have a text sales message, then you can go to Elance.com to find someone to create a professional sales video for you. Likewise, if you already have a video sales letter, then you can present the text from the video on your sales page.

Tip: Of course you can do these tasks yourself if you already have copywriting skills and video-production skills. If not, then hire a professional to do it. That way, you'll spend 60 minutes or less on this task – and you'll get a great end result!

But let's ramp this up a bit.

One of the best ways to increase the value you are offering your marketplace (and therefore the prices you can charge) is to educate your prospects and customers about how to achieve the outcomes they are after.

By giving them the chance to optin to your list to receive tutorials, case studies and demonstrations of your products and services in action, and showing them how they can get the most benefit from what you offer, you can easily get more people to join your list, AND justify charging higher prices as a side benefit.

When you help people by actually helping them in this way, you build up a tremendous amount of goodwill that will repaid to you as additional front end and repeat sales.

So how could you use educational marketing like this in your business?

5. Improve Your Sales Copy With The Goal Of Building Your Database

Here's another quick way to drastically increase your profits: Track, test and tweak your optin and landing pages. Basically, the goal is to increase the number of people who join your list after visiting your website or business.

Tip: You'll need a tracking tool in order to perform this task. You can get it at <http://www.google.com/analytics/>. Otherwise, you can an A/B split-testing script, such as the one you have access to [when you use LeadPages](#).

Here's the key: Unless you're running a multivariate test, you can only test ONE element of your sales letter at time. Here's how it works...

Let's say you want to test your headline. You'd then create two optin or landing pages that were EXACTLY alike, with the only difference being their headlines. You then randomly split your traffic between these two letters (which tracking tools do for you). After you've received 30 to 50 optins, you can look at the data to determine which headline resulted in a better conversion rate.

As you can imagine, you can test just about every part of your page, from the color of fonts you use to the web design. However, some elements tend to carry more of an impact, so you'll want to start your tests with those elements. The top elements include:

- The OFFER is always first
- Headline
- P.S.
- Price
- Call to action
- Guarantee
- Sales letter opener
- Bullet points

6. Interact With Your Prospects

Something you must do these days is work hard on building relationships and trust with your prospects because it invariably leads to more sales. That's because people buy from those they know, like and trust.

A newsletter and educational marketing are just two ways to share useful content in order to build that trust. Interacting with your prospects directly also works well.

Here are three ways to interact with prospects and build relationships:

- **Blog.** A blog gives you an opportunity to showcase your expertise and share your useful content. But it also gives you a chance to directly talk to your readers (in the comments section).
- **Get on [Facebook.com](https://www.facebook.com).** Again, you can share content here. But you can also chat with prospects and give them reasons to visit your optin pages to get even more of your valuable free content.
- **Join niche forums.** Or, alternatively, you can start your own niche forum to help establish yourself as an expert as well as interact with prospects (both of which help boost your profits).

7. Bonus Section: How To Get Hundreds To Join Your Email List Every Week

Your next business growth strategy is to capture more leads from the traffic you get. You can do this both online through your website or Facebook page, or offline in your business premises.

Online you can use a lead capture page and offer people something in exchange for joining your list.

For example you can offer a Free Report, White Paper, Information Video or some other information.

Here's a couple of examples of these:

Telstra 3G 4:04 PM 17%

FREE! “3 Stocks for the Great Dividend Boom”

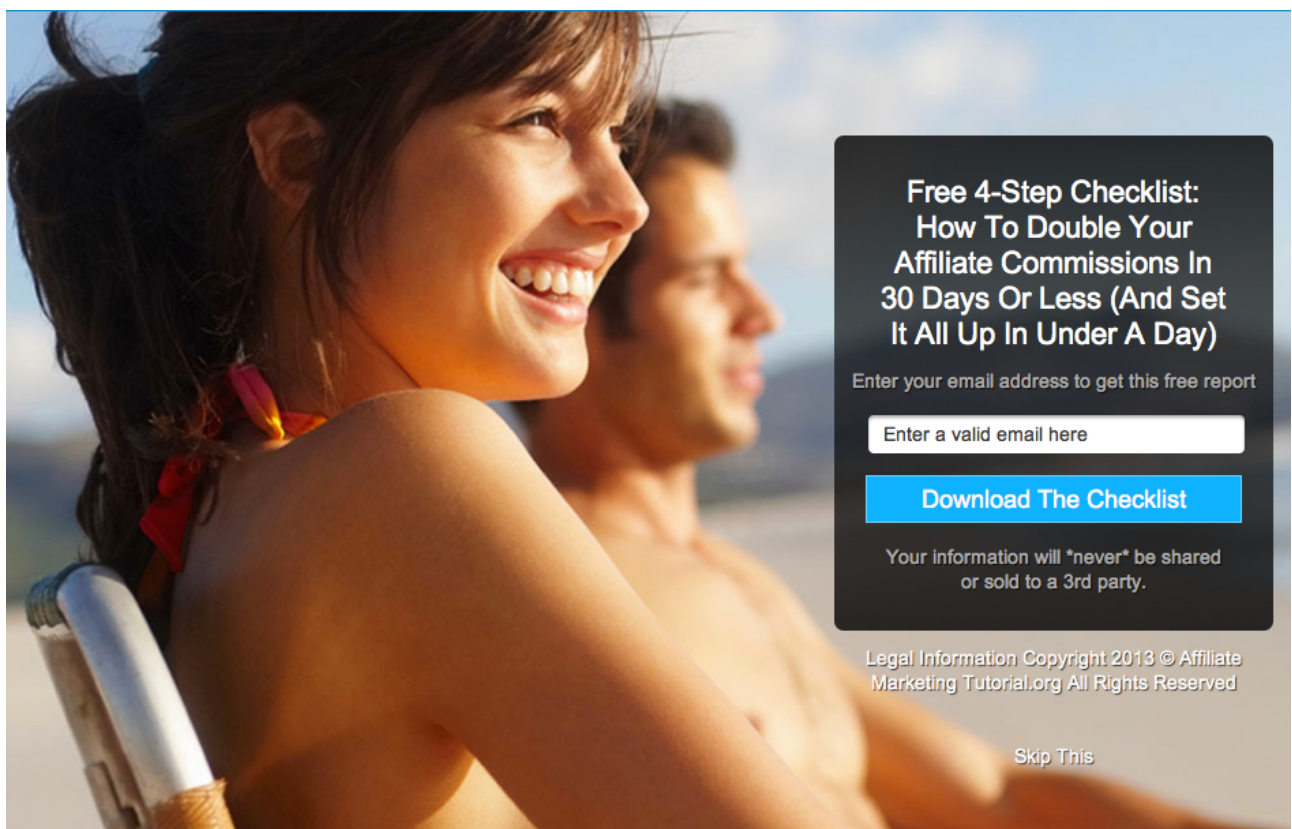
Simply enter your email address
below to tell us where to send
your copy of this comprehensive
FREE stock report.

[Click Here, it's Free!](#)

Navigation icons: back, forward, share, book, tabs (8)

This is the optin form for a large stock trading education company which has been working very well for them.

If you are interested in investing in the stock market, you're probably going to want to know which 3 stocks they are recommending for the "Great Dividend Boom", so this is a very enticing offer to this market.



Free 4-Step Checklist: How To Double Your Affiliate Commissions In 30 Days Or Less (And Set It All Up In Under A Day)

Enter your email address to get this free report

[Download The Checklist](#)

Your information will *never* be shared
or sold to a 3rd party.

Legal Information Copyright 2013 © Affiliate
Marketing Tutorial.org All Rights Reserved

[Skip This](#)

This is an optin page (above) offering a free report on how to quickly generate more affiliate commissions. This is something all affiliate marketers are interested in, and it has been very popular.

You can create beautiful pages like this with just a few clicks of your mouse by using [LeadPages](#).

Engagement Marketing

Thanks for your interest in this program. Just some of what you'll discover includes:

- ▶ Why marketing to your prospects in ways you hate being marketed to is killing your sales
- ▶ How to use "invitation marketing" to substantially increase the amount of traffic you drive to your site — and the quality of that traffic
- ▶ A simple engagement process you can use to turn a list of cold prospects into a warm audience that enthusiastically looks forward to hearing from you
- ▶ Step-by-step details for using my simple "solution selling" approach to help your prospects truly get what they want by using your product or service — and ramp up your own sales at the same time
- ▶ Plus much, much more

To make sure you get all the details as soon as they're ready, take a minute to sign up for Early Notice now.

Please fill in both of the fields below in order to get all the details

First name:

Email address:

Submit

[We respect your email privacy](#)

Powered by [AWeber email marketing](#)

Here's a different style of optin page. It has a lot more copy on it, and does a great job of explaining what you'll get when you join this list.

This is very good long-form copy to model for your business lead capture pages.



404 ERROR: THE PAGE YOU'RE
LOOKING FOR CANNOT BE
FOUND... BUT DON'T LEAVE EMPTY
HANDS, GRAB THIS FREE
REPORT...

Get The Real Estate Screaming Deal Report

Enter Your First Name Here

Enter a Valid Email Here

Click Here For Free Instant Access »

[Click Here For Free Instant Access](#)

 Your Information is 100% Secure And Will Never Be Shared With
Anyone.

This form was on the page website visitors see when they enter a URL that doesn't exist on the website. Every day you are probably getting website visitors who get an error message because a page has moved or for some other reason.

This kind of page captures those lost visitors and turns them into subscribers for you automatically. It's a really good idea, and you can use LeadPages to build these as well.

Another great way to generate targeted subscribers is to give them a chance to enter a prize draw. Here are 3 examples of how businesses have done this:

Enter Our Competition To Win An iPad Air, Loaded With Our Stock Trading Masters Course - Total Value Over \$2,700 ...



Second and Third Prizes

Win our Options For
Income Course - Valued at
\$297

Enter to win now!

Send a blank email to:

enter@yoururl.com.au

...and then check your email
for full instructions

Full Terms & Conditions available at <http://yoururl.com.au/terms>

This was a very popular competition for a client in the stock trading market. While the prize was worth \$2,700, the only fixed cost was for the iPad. You can generate THOUSANDS of very targeted leads when you use a giveaway like this.

Enter Our Competition To Win A Marine Electronics Package - Total Value Over \$700 ...



Second and Third Prizes

Win a Humminbird
PiranhaMax 230 Portable
Fish Finder - Valued at
\$169

Enter to win now!

Send a blank email to:

enter@yoururl.com.au

...and then check your email
for full instructions

Full Terms & Conditions available at <http://yoururl.com.au/terms>

Here's another example any marine or boating type of business could use.

Customers in this kind of industry can have a very high lifetime value, so it's critical you capture as many people as possible onto your database. A competition like this is a great way to do it.

Below you can see another example of how a US client in the boating industry is using this method to collect customer names, email addresses and phone numbers.

He positions this as a VIP customer club, and members get discounts, special offers and helpful tips and advice about their favorite past-time. It doubles as a loyalty program, and these can be extremely profitable when done right.

Just look at the Qantas Frequent Flyers program, and the programs being run by more and more big retailers.

**NEW Florida Boat Sales VIP
Mobile Club Join Today And Get
These Members Only Benefits**



5 Ways to Join

Channel 1: Mobile Text
Text your name and email to
(850) 424-1129

Channel 2: Short Code
Text the keyword **display**, your
name and email to 58885

Channel 3: Voice
Call (850) 424-1129

Channel 4: Website
Visit FloridaBoats.com

Channel 5: Scan this QR Code



Member Benefits...

- Instant 10% Off Today's Purchase**
Join today, and we'll text you a discount coupon for 10% off today's order (limit applies)
- Members Only Discounts & Prize Draws**
Win cool prizes throughout the year, just for being a member. We'll let you know about member's only discounts on products and services by email and text message
- Helpful Advice And Information**
You'll get professional, helpful advice on a whole host of topics to help you get the most enjoyment from your boating and fishing experience
- And much more...**

**Join our VIP Mobile Club now
and start benefiting right away**

George Corbett 291-0441

Thinking Of Selling Your Home?

**Download Our Free Guide That
Reveals The 5 Most Expensive
Mistakes Sellers Make, And How
You Can Avoid Them...**

from Stephen [REDACTED]ck



3 Ways to Get The Guide

Option 1: Scan this QR Code



Option 2: Email

Send a blank email to:

selling@horeland.au

Option 3: Website

Download from our website at:

<http://horeland.au/guide>

Stephen [REDACTED] 5 659

FREE!

- How to get the highest possible price
- Sell in the shortest possible time
- Sell your home with a lot less pressure, anxiety and stress

When you register, you'll automatically receive our new Guide, **The 5 Biggest Mistakes Sellers Make, And How To Avoid Them**, which shows you how to save valuable time and money when you want to sell your home or investment property.

THINKING OF SELLING YOUR HOME?

"Download Our Free Guide That Reveals The 5 Most Expensive Mistakes Sellers Make, And How You Can Avoid Them"

[Click Here For Free Instant Access](#)

Click Here For Free Instant Access

The example above is from a real estate client who gives this flyer to people who may be interested in selling their homes. It's available at open homes, and he pays teenagers to distribute the flyer to letterboxes in the area he's trying to generate leads.

It gives people 3 ways to optin to his list, and then subscribers are automatically sent a series of messages that give them valuable information and advice on selling their home and position him as an expert at the same time.

When the prospect is ready to talk about selling, Stephen is at the top of mind and often gets the listing ahead of dozens of other local agents.

Sign Up to get Your Free Teeth Whitening Package By Clicking "Connect" Below



WHAT YOU GET:

- ✓ **FREE DIGITAL XRAY**
We'll use our state of the art xray machine to make sure your teeth are healthy enough for our whitening process.
- ✓ **FREE TEETH CLEANING**
Our team will prepare your teeth for the whitening process using our gentle cleaning procedure.
- ✓ **PEARL WHITENING METHOD**
We'll Get your teeth up to 3 shades whiter using our state of the art pearl whitening procedure..

CLICK CONNECT TO GET IT ALL FOR FREE!



Here's a great example from a Dentist, who is offering a number of free services when people optin using Facebook Connect.

This is a very cool idea, because all people have to do is click on the Connect button, and they are automatically added to his email database, and then receive a series of automated email messages reminding them to book their free services.

When prospects are sitting in the Dentists office, they can be up-sold all kinds of products and services. This promotion typically generates up to 100 new leads every time it is advertised using a Facebook Offer.

Get A CC Knife For FREE



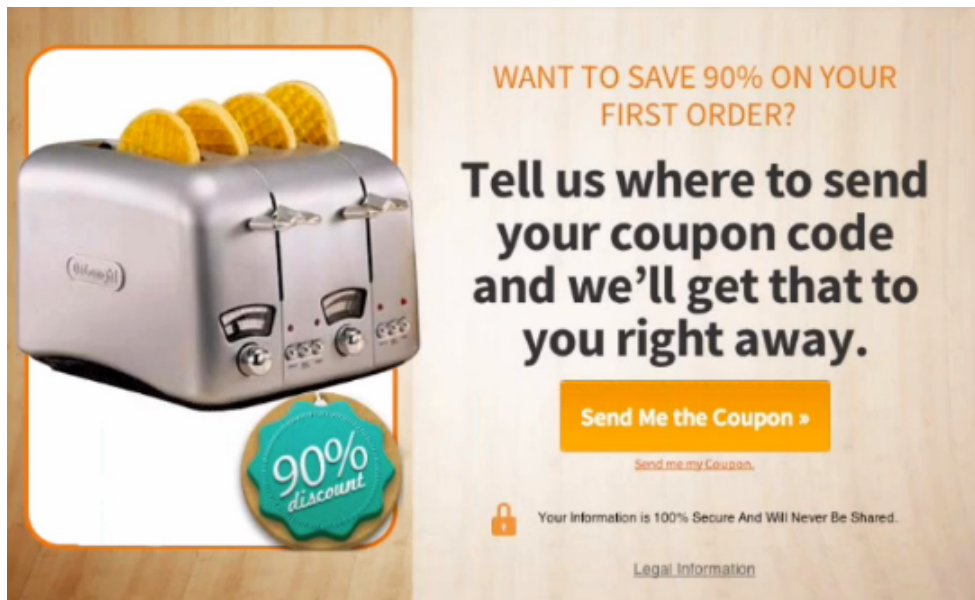
Enter Your Email Below To Claim Yours NOW

Email:

[Get My FREE CC Knife](#)

This simple offer was advertised on Facebook and built a list of over 700 people interested in the survival niche in less than a week.

I heard the people behind this promotion lost over a hundred thousand dollars on the front end, but made millions of dollars in backend sales by giving away a credit card knife if people just paid a couple of dollars for shipping.



And speaking about cleaning up on the backend, here's another offer you can model for your business. When people click on a Facebook ad offering 90% off their purchase on their order, they are taken to this page.

By opting in to the list, they are emailed a 90% off coupon for any product up to \$100, and then the retailer makes a fortune by selling those customers all kinds of other high ticket products like fridges, range hoods, dishwashers and furniture on the backend.

So take another look through these examples, and think about how you can apply them to your business.

By focusing your online and offline efforts on building a list, you are building the only real asset you have in your business. Why?

Because your location, your IP, your website, your YouTube channel, your Facebook page, your market leadership, your search engine position, even your Trademarks and Copyrights...

EVERYTHING else can be taken away from you by outside influences, copied, or outright stolen from you.

The ONLY true asset you have is your list and the relationship you build up with your prospects and customers.

That's why everything you do should be focused on building and nurturing this valuable asset.

Conclusion

Congratulations! You now know 7 ways to capture more leads from the traffic you get!

Now, maybe you knew about some of these methods. But let me ask you this: Are you using them? Have you ever tried them? **Because there's a big difference between simply knowing about a method and actually putting it to work for you every day.**

So that's why I'm going to encourage you to take action, *starting right now*.

Pick a method that appeals to you and apply it – TODAY. It will take 60 minutes or less. And I'm sure you'll agree that the return on your investment of time is well worth the effort, so get started right now!

Want my help?

It's no secret that the business owners who work with me one-on-one tend to get the best results. And since most people simply don't have the time or staff to implement even a few of the methods described on this Report, I've created a done-for-you service that helps you quickly increase your sales and profits.

There's no question that if I design, build, and install a complete sales and marketing system for you, you'll get amazing results.

And the reason I say this is because the strategies we use have been tested and proven across all kinds of different industries ranging from legal services to e-commerce to info-marketing and beyond.

What I've found is this process just plain works better than anything we've ever seen anyone else test.

So - here's how it works. First of all, we can't help everyone - and in order for us to help you, you need to meet three simple (but important) requirements:

Here they are:

- You've got to sell good stuff. (Meaning that your product/service has to live up to your customers' expectations.)
- You should already be getting some traffic (or be willing to invest in paid traffic once your system is built)
- Sorry, but no "get rich quick" or "adult" offers...

Initially we'll get on the phone together to discuss your business and what you'd like to achieve. Then I'll lay out the whole system for you, help you come up with a plan to deploy it, and show you how we will implement it if we choose to move forward.

If you like the system and believe it will help you, we can discuss creating the customised campaigns for you.

The typical cost to get started is a retainer of \$1,500, and then 20% **of the profits I make for you** as we roll out your campaigns. That way you only ever pay for results.

Oh, and if we decide to work together and the campaigns I create for you don't make you at least \$5,000 in additional profits in the first month, I'll refund your

retainer and my services are free.

Here's what to do next:

If you'd like to have me walk you through our process and help you find a way to deploy this proven marketing system and tactics in your business, [just complete this form in as much detail as possible](#) and let me know a little bit about what you've got going on.

(Just basic info. What you sell, list size, web address, etc.)

If I think we might be able to help you, I'll email you back to set up a time to talk. If we're not a good fit, I'll let you know that as well and if possible, I'll point you towards somebody else who might be able to help you.

Oh, and please know when we talk on the phone, it will NOT be a sales pitch in disguise. In fact, if you feel I've wasted even one second of your time during this call, I'll immediately give you a crisp \$50 note or send you \$50 by Paypal to compensate you for your time.

In other words, you really can't lose.

So - if you want to find out more, [just complete this form in as much detail as possible](#) and let me know a little bit about what you've got going on.

If it looks like we might be able to help, we'll set up a time to walk you through it.

Talk soon,

Rocky Tapscott