

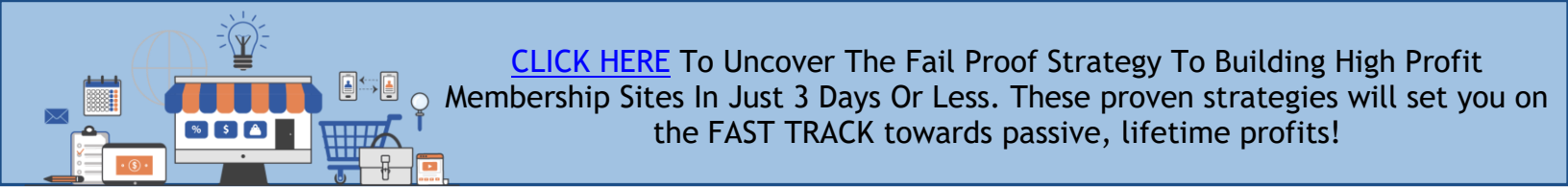
GET HIGH-CONVERTING TRAFFIC

**How To Get More Orders By Convincing
People That Your Product Will Deliver
The Outcome They Desire**



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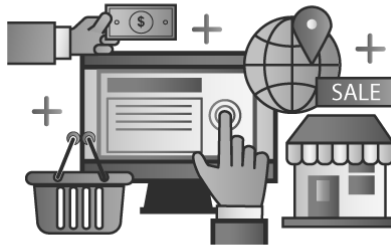
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TABLE OF CONTENTS

<i>The #1 Key to Converting More of Your Visitors Into Cash-Paying Customers</i>	4
<i>How To Create Free Content That Presells Your Offer So People Arrive Ready To Buy</i>	8
<i>What The Pros Do To Get People To Buy From Them (And You Can Too)</i>	13
<i>6 Ingredients For Your Perfect Offer That People Want To Buy</i>	18
<i>Pricing For Profit: 4 Steps For Finding The Conversion Sweet Spot</i>	22
<i>7 Easy-To-Make (But Easy-To-Fix) Mistakes That Can Send Your Conversion Rates Falling</i>	26
<i>How To Nail Down Two Critical Parts Of The Customer Journey</i>	31
<i>The 7 Must-Have Elements That Every Sales Letter Ought to Include To Get More Orders</i>	35
<i>The #1 Simple Step You Can Take to Get More Buyers... Automatically</i>	36
<i>How Tiny Changes (And Which Ones To Make) Can Give You An Instant Pay Raise</i>	45

Lesson 1

The #1 Key To Converting More Of Your Visitors Into Cash-Paying Customers



Welcome to *Get High-Converting Traffic!*

What you're about to discover over the next 10 lessons is how to start turning more of your existing traffic into visitors who take action. Generally, we'll be referring to visitors who turn into cash-paying customers. However, you can use these same tips and strategies to get your traffic to take any kind of action that is mutually beneficial, from joining a mailing list to sharing your content to registering for a webinar.

So, let's start at the beginning with the #1 key to converting more your visitors into cash-paying customers.

Here's the key: you need to know as much about your audience as possible. That way, you can create content and offers that really speak to them to convince them that your product will deliver the results they are looking to achieve.

That's what you must ultimately establish: a fit. You need to connect your product with a buyer. Actually, many buyers. But at the foundation is the relationship between your product and the end user.

You must convince those who are looking for a specific result that your product will help them achieve that result ... better than the products of your competitors.

In order for that to happen, you need to find out everything you can about your

audience so you know what they want and how to communicate the benefits of your product in a way that will resonate with them.

So, with that in mind, let's walk through the steps of how to do your market research...

Step 1: Discover Audience Demographics

Plenty of other researchers have already studied your audience, so the first thing you can do is run a Google search for your niche keywords alongside words like "demographics" (e.g., "dog owner demographics"). Here you'll get age, gender, income and other demographics. Be sure to focus on data from reputable sources only, such as government sources, academic institutions, and reputable research organizations.

Step 2: Determine What They're Buying

Your next step is to find out what sort of products and services your market is already buying. That's because one really good way to boost your conversions is to create offers you know your audience wants. And the best way to find out what they want is to discover what they're already buying.

Here's how to do that...

Step 1: Search Marketplaces

Search for your niche keywords and check out what's selling well in marketplaces such as Amazon.com, Udemy.com, and Clickbank.com. In addition to looking at bestsellers, you'll also want to check if a particular type of product has multiple competitors (which is a sign that the product is in demand).

TIP: Get a sneak peek into what your audience thinks about these products by reading the product reviews on sites like Amazon. Pay particular attention to what they like and don't like about certain products. This helps you create a product that's similar to existing solutions yet better than anything else on the market. Or, if you already have a product, then you can incorporate the "likes" into your product. Better still, you can draw attention to these desirable features in your marketing.

Next...

Step 2: Research Competitors

Your next step is to go to Google and search for your niche keywords, and then check out what the most popular sites in your niche are selling. The best evidence that a particular type of product is selling well is if you see the same type of product being sold across multiple sites in your niche. For example, if multiple people in the weight-loss market are selling low-carb diets, that's a sign that low-carb dieting products are in demand.

Here's the next step...

Step 3: Check Advertising

If advertisers are consistently investing money into promoting a certain type of product, that's a sign that the product sells well. As such, you'll want to track Google sponsored ads, ads on niche sites, and even ads in niche publications over time to see what your competitors are advertising.

Next...

Step 3: Delve Deeper

Still another way to understand your audience better is to survey them. Ask them questions about:

- Their demographics.
- Where they get niche-relevant information.
- What sort of products and services they've tried in the past.
- What they like and don't like about those solutions.
- What features and benefits they'd like to see in a solution.

Be sure to ask open-ended questions so as not to artificially limit responses.

Next...

Step 4: Develop Your Profile

Now that you've collected all this information, you'll want to develop an audience profile. This is where you list all the information you know about your audience, from the types of products they purchase to their demographics.

TIP: For best results, split your audience into different audience profiles (i.e., subsegments of your market). For example, if you're selling weight loss information to women who are 30-50 years old, you may find that one segment consists of new mothers who want to get rid of the baby weight, and another segment are perimenopausal women whose metabolism is slowing down. Obviously, you'll approach these segments of your market differently.

Now let's wrap things up...

Your Turn

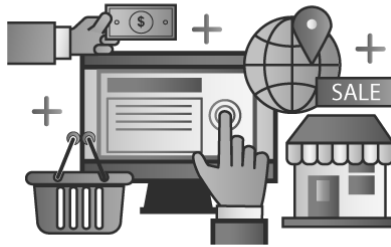
Now that you know how to "get inside your prospect's heads", your next step is to start creating your own audience profiles. Your assignment is to follow the steps above to learn as much as you can about your audience. Then fill in this information about your different audience segments:

- Age.
- Gender.
- Location.
- Income.
- Marital status.
- Any children?
- Educational background.
- Job/career.
- Their biggest niche-related challenges.
- The types of product they're already buying.
- The shortcomings of these products.
- The selling points and strengths of these products.
- What the audience would like to see in a solution.
- What the audience fears (related to the niche).
- Does this audience speak any niche jargon?

Go ahead and work on your audience profile, and I'll see you in the next lesson...

Lesson 2

How To Create Free Content That Presells Your Offer So People Arrive Ready To Buy



In the last lesson you found out how to do your market research so that you know as much about your audience as possible. Now in this lesson you're going to discover how to create content that educates your buyers with free content to "prove your worth" and leads them to your paid product where they can obtain a more complete solution to help them solve problems, achieve goals or enjoy interests.

And here's the big key:

You create content that's useful to your prospects, yet incomplete.

Let's take a closer look at how to "useful, but incomplete" content...

If you're putting out lead magnets, blog posts, newsletter articles, videos, or any other type of content that's designed to presell an offer, then your content should be useful yet incomplete.

Let me explain...

Creating useful content means that it solves part (or even all) of your prospect's problem. And yet the content is incomplete, as your prospect can seek out additional solutions in order further explain or enhance the free content. You can then presell the paid solution.

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TIP: The other advantage of creating really useful content is that it impresses your readers or viewers. If you deliver some of your very best content for free, your prospects will see that you offer high-quality content. You'll establish your expertise as a trusted source of information. They'll feel more confident about purchasing your paid solutions once they see that your free content is so useful.

So, let's talk about how to create useful yet incomplete content. Check out these different methods...

Method One: Offer an Overview of a Process

Here you tell people what to do, but you don't offer all of the details of how to complete a process. As such, they get an overview of what they'll need to do, and then you can sell a product that fills in the needed details.

For example, you might create a report that gives people an overview of how to write a sales letter. Some of your steps might include instructions such as "create a benefit driven headline" or "offer a strong guarantee to remove risk." However, you don't share in-depth instructions on these steps. Instead, you point your readers towards a copywriting guide where they can learn everything they need to know about crafting cash-pulling sales letters.

In this scenario, you've provided all of the steps that are required in the process and at the conclusion have pointed the reader toward your paid product where they can get a complete, detailed explanation of each of those steps to better understand it.

Method Two: Provide Tips or Ways

Another way to offer useful yet incomplete complete is to give your readers or viewers tips or ways.

Here are examples of "tips" reports, articles or videos:

- 5 Tips for Boosting Your Metabolism
- 10 Tips for Starting Your Own Church
- 15 Tips for Training For Your First Marathon

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Your content is useful because it offers actionable tips, but it's incomplete because obviously a set of tips doesn't solve the prospect's entire problem (for that, they need an in-depth, stepy-by-step guide).

Here are examples of offering a "ways" report, article or video:

- 5 Surefire Ways to Get Massive Amounts of Traffic
- 3 Ways to Get Rid of Aphids
- 7 Ways to Boost Your Metabolism

Again, the information is useful in that it shows people what to do, but it's incomplete because prospects lack the needed details. You can then presell a course or other information product on the backend that gives steps for all of the ways shared or is focused on the "best" or "most recommended" way you mentioned in your free content.

Here's another way to create useful yet incomplete content...

Method Three: Explain One Step In-Depth

The idea here is to provide detailed, thorough information on ONE step of a process (often the first step). You then point prospects towards a paid product to get instructions for the rest of the process.

For example:

- If you're teaching people how to write a sales letter, then you might give in-depth instructions on PART of this process, such as profiling the target market or crafting the perfect headline. (Which is indeed a very useful skill!)
- If you're teaching people how to land a great job, then you might provide in-depth instructions on part of this process, such as how to write a resume. You can then backend a course on "acing an interview".

TIP: You can "splinter" a product, such as a course, by giving away one lesson or module that covers a step in-depth. People will then naturally want the rest of the course once they see the quality of information offered in the excerpt!

Now the next method for offering useful yet incomplete information...

Method Four: Give Tools Away

The idea here is to give away tools that a prospect can use to help them solve their problem, reach their goal, or enjoy their interest. However, these tools are most effective if your prospects also have instructions (which makes the tools “incomplete”). The point then is to sell the instructions on the backend.

For example, you might offer prospects a set of budgeting and debt-management worksheets to help them get started figuring out how to pay down their debt. However, you’d then sell a debt-management course on the backend, which will show your prospects how to make the most of the information from the worksheets.

Another example: you can give your online marketing prospects a fill-in-the-blank sales letter template. This is useful, because it lets prospects quickly and easily create a sales letter. However, if people want to make the most of this template, then they could purchase a copywriting course to learn the details of crafting effective copy.

And finally...

Method Five: Give Full Instructions

For this method, you offer your prospects in-depth instructions on how to complete a process. You then presell a set of tools or even a service on the backend to make it easier, faster, better or more affordable for them to complete the process.

For example, you might offer a report with in-depth instructions on how to set up a WordPress blog. You can then sell WordPress templates and plugins on the backend. You might also offer a “done for you” service where you install and customize WordPress blogs for your prospects.

Now let’s wrap things up...

Your Turn

You just learned how to create useful yet incomplete content that helps you presell an offer. In each of the strategies shared, you provide genuinely useful content for your readers and views at no cost. Then you point them to a product that will further explain or enhance the content.

For this lesson's assignment, you're going to brainstorm ways that you can create useful yet incomplete content.

Start with a topic. Then brainstorm the following:

- What sort of overview could you create for this topic?
- What sort of tips could you offer on this topic?
- What step could you offer in-depth instructions on for this topic?
- What sort of tools could you offer to help people complete a process?

Go ahead and brainstorm on these questions, and I'll see you in the next lesson...

To continue reading, grab a copy of the full **Get High-Converting Traffic** course by [clicking here.](#)