

- special report -

The 7 Secrets To Websites That Sell

**“How To Create A Website
For Your Building Company
That Converts 5 X More Business
Than Your Competitors --
At No Extra Charge!”**

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Website Secret #1

Create A Direct Response Website

Did you know there are two different types of websites?

It's true. There are "branding" websites and there are "direct response" websites.

Branding websites try to build the "brand" of a business. They aim to "create brand awareness" and "generate brand loyalty". The theory is that if a customer sees your "brand" enough times they will eventually buy something off you.

The problem is.....creating a brand takes time & money, its a long term strategy, one that we recommend you do consistently, but not one we recommend for your website alone.

Now, the other type of website is a direct response website.

Direct response websites are designed to get people to respond right away, either to order a product, subscribe to a mailing list, phone your business... or any other action you want someone to take.

They focus on getting an action NOW.

For businesses where cash flow is important, having a direct response website can be the difference between a website that generates thousands of dollars every month, and one that collects cyber-dust and never makes a cent.

So what exactly is a direct response website?

Any website that is designed and written to elicit a response from someone can be classified as a direct response website.

Typically direct response websites use copywriting, using as many words as necessary to "sell" the person on taking the desired action. The more important the decision is for the person, the more words are needed to sell them on making it.

The core principle behind direct response websites is the good old sales and marketing saying, "the more you tell, the more you sell."

How to create a direct response website:

- First you determine who your prospect is. Who are they? What pain are they looking to alleviate? What pleasure are they looking to heighten? What are they *really* looking for?

- Next you match up the benefits of what building services you provide with the benefits your prospects desire.
- Then you define exactly what you want your prospect to do. Do you want them to order information from you online? Call to book an appointment? Email you?
- Finally you write and design your website so that it speaks directly to your prospect and asks them to take action. It leads them to the conclusion that taking the action you want them to take is the most logical choice for them to solve their problems and achieve their goals. And you tell them exactly what action they must take.

Once you've designed and worded your site in this manner, almost like magic your prospects will start taking the action you want them to.

They will see that you understand them and their unique problems. They will follow the path you have paved for them. And when you ask them to take action... to buy your product... to call you... to subscribe to your mailing list... they will.

Website Secret #2

Capture The Name & Email Address Of Your Prospects & Customers

Can you imagine being able to market your products and services to your prospects (and customers) for free?

Just imagine... no media costs bleeding you dry... no slimy advertising reps to deal with... no marketing expenses at all...

Wouldn't that be a dream?

Well, if you collect the name and email address of people that visit your website that's exactly what you can do!

Whenever you want to advertise -- whether you're having a sale, introducing a new service, or just want to remind people about your existing services -- you simply send out a single email and *instantly* it goes out to everyone on your mailing list.

Not only that, you'll also be building a very valuable asset for your business.

Many builders do not realise this, but the real value of their business is actually the list of customers they have built up over the years. After all, your customers are the lifeblood of your business, and a business with a big list of customers can "tap into" that lifeblood at any time.

Need to attract a new project to keep your team busy?

Just send an email to your mailing list, putting your building company to the front of their minds. It costs you nothing to do and is in your customers hands in a few minutes.

As you can imagine, capturing the name and email address of everyone that visits your website is a very powerful tactic. And the biggest mistake I see most businesses making online is not doing this.

Anyway, capturing the name and email address of your prospects and customers is very easy to do, and I'll show you some low-cost software that will automate the whole process for you -- even sending emails for you while you sleep!

Once you start building your mailing list and fire off your first few emails... and see the orders start coming in automatically... you'll be hooked.

Website Secret #3

Follow Up Regularly With Your Prospects

In a recent study by google, it has been reported that your prospects need to see your advertising approximately 10.5 times before they will buy from you.

For example, some people may buy something from you the very first time they hear of you. Others may not buy until the 50th time. But overall, on average, it takes about 10.5 times or approximately 7 hours worth of contact.

Now, there may be many reasons for this... building up trust, familiarity and awareness, for example... and studying those reasons can give you insights into how to improve the effectiveness of your advertising...

But the fastest and easiest way to take advantage of this knowledge is simply this:

Follow up regularly with your prospects so they see your advertising 10.5 times much faster than they ordinarily would have!

In the past the main reason businesses didn't do this was the cost. Getting your advertising in the hands of your prospects 10.5 times, when using traditional marketing methods such as media advertising, direct mail, or flyers is not only sometimes expensive, it can be time consuming too.

Now, by using the Internet (as you learned in Website Secret #2) you can market to your prospects virtually for free -- so following up with them 10.5 times costs no more than following up with them once.

Can you begin to imagine how quickly you could increase your revenue if your prospects saw your advertising 10.5 times more than they do now?

And the best part is you can setup an automated prospect follow-up system. You just create one follow-up campaign and it gets customised and sent to all your other prospects 100% hands-free.

So not only are you following up more regularly... getting your advertising in front of your prospects more often... you're also doing it all automatically with no extra work at all!

Website Secret #4

Focus Your Copywriting On Customer Benefits Not Business Features

One of the most powerful ways to increase the response of your website is to focus your advertising on the benefits your customers *get* from you building the project, rather than the features *of* your business.

A feature is what your product/service *is*.

A benefit is what your product/service *does* for the customer.

Remember, people buy things for what they *do*, not what they *are*.

For example:

Some builders may base their advertising on their “cheap labor rates.” Now, cheap labor rates are great. Maybe everyone wants the lowest rate possible. But what does a cheap labor rate actually do for the customer?

Well, it might mean they can afford to build a new home and still eat out at restaurants... or go on a holiday... or buy a new car... or any one of hundreds of activities that many people can't afford once they're committed to paying their mortgage off.

These are the benefits people are *really* looking for as a result of cheap labor!

They're not really looking for a low rate, they're looking for what a low rate does for their life.

It seems a simple distinction, and you might think people already know the benefits... but the fact is they do not.

Test after test shows that specifically and distinctly spelling out the benefits of your products and services will get more people to order than simply listing the features.

Do not make your customers try and figure out the benefits for themselves, always make it a point to tell them *exactly* what every feature means to them.

Website Secret #5

You've Got 3 Seconds To Grab Their Attention

Did you know that studies show you've got approximately 3 seconds to grab your prospects attention when they land on your website?

It's true.

People make thousands of split-second decisions the moment they land on your website. If you fail to grab their attention they will click "back" and will never be seen again.

After all, people are busy... they are tuned in to station WIIFM (What's In It For Me)... they don't have time to waste on websites that don't offer them a specific benefit.

So you need to grab their attention *fast*.

Now, the quickest and easiest way to grab attention is with a headline.

Eye studies show that a headline is one of the first parts of a website people read. Unfortunately, most builders websites don't have a headline at all!

Or if they do have a headline it's the name of their business -- not exactly "attention grabbing".

You need a headline that targets your customers needs, wants, and desires... and highlights the benefits they will get.

For example:

The headline of my website is usually something along the lines of "Building Your Project Portfolio To Attract New Customers!" and I test variations of this all the time.

It targets the exact benefit you get by doing business with me -- attracting new customers to your business -- and gives you a reason to read on and find out more.

If I had just written "Photography & Web Design " it wouldn't have anywhere near the same effect. After all, you're not looking for just photography or web design... you're looking to build a portfolio of your best work and proudly display it to attract new customers and make more money!

Website Secret #6

Let Other People Sing Your Praises

Have you ever stayed up late and watched an infomercial?

I have to admit, I'm an infomercial junkie.

I never actually buy anything, but I find it extremely interesting (and profitable) studying what they do -- some of these companies pull in ridiculous sales figures every single time their commercials play... they must be doing something right.

One thing you might have noticed is the number of "testimonials" and "success stories" they use.

You know, real life stories about their customers' success with their product or service.

These are *extremely* effective in turning prospects into customers.

People are much more likely to believe something someone else says about you than what you say about yourself... after all, you're probably only going to say good things about yourself, right?!

Also, no one like a bragger -- and when you tell people how good you are at what you do it can come off as bragging (even if it's 100% true!) -- but it's a different story when it's someone *else* telling people how good you are.

Bottom line: People put a lot of weight in 3rd party testimonials.

Yet so few businesses use them!

I bet you have hundreds of happy customers who have nothing but great things to say about you, right?

Well those testimonials are worth their weight in gold. And testimonials done properly are worth their weight in platinum. (hint: you should ask us how to do a testimonial properly)

Make it a habit of collecting customer success stories from everyone you deal with, and feature them prominently on your website. No doubt you will see an instant improvement in your conversions.

Website Secret #7

Keep Them Interested With Good Content

If you want to quickly bond with your customers -- without ever having met them -- and have them trusting you... respecting you... even liking you... then adding great content to your website is a must. For example:

You could have a detailed photography portfolio of your past building projects to engage your prospects and showcase the quality of your work at the same time. Our tip is to combine it with testimonials and case study information to further convince them of your quality.

You could provide free reports (such as this one), white papers, eBooks or blogs, all are a great way to engage your prospects by creating value to them and help you build rapport and trust & get your touch points up towards the 10.5 mark.

Imagine a prospect about to build their dream home for the first time, it's likely they have no idea what is required to make sure everything is done properly, including the legalities etc.

It's very likely they are looking for a builder to build their home and will start their research online. If they were to land on your website and instantly they are able to download a "Ultimate Guide To Building Your First Home" telling them everything they need to know from - start to finish - how to build a new home.

How much value do you think that would create for them? Do you think they would use 1. YOU or 2. YOUR COMPETITOR all other things being equal, if you're the one that has helped them so much with the guide. You are in the box seat providing this value.

Here's another great tip:

You could record a short video introduction for your website, introducing yourself and the key benefits your customers get by doing business with you.

When people visit your website they click on the "play" button and watch your welcome message. Instantly you have jumped through the screen and grabbed their attention. Video is a great way of getting your 7 hours of contact up.

They can now hear you... they know that you are real... that there is a real person behind the website. It helps build trust and rapport much faster than text alone.

You should also do the same thing with your portfolio of projects too.

The fact is, people have short attention spans. Anything that grabs their attention and keeps it focused on you, your business, or your website is a good thing. Audio and video captivate peoples attention for minutes (sometimes hours) at a time.

Here's another great tip:

You've already seen the power of using customer success stories on your website... well how about video and audio testimonials?

These are even more powerful than written testimonials!

People can hear the authenticity in the voice... see the person speaking from the heart about how good your products and services are... it's so much more believable than a written testimonial.

Now, You Do Have Options...

You Can Freely Use My Advice To Improve Your Website

Or, if it's appropriate, and entirely up to you...

Save Yourself Time AND Get Guaranteed Results By Hiring Us!

For example, We Shoot Buildings can provide the services of everything I talked about above, plus...

1. A custom made website (or re-design you current site) that...
 - a. Gets you listed on Google, Yahoo & MSN and brings in plenty of targeted traffic.
 - b. Gets you more calls, more customers, and more profit.
 - c. Gets you a lower cost per lead than any other advertising you are currently doing.
2. A domain name for your business. (For example, YourCompany.com) -- You'll also have unlimited company email, like you@YourCompany.com
3. Secure "hacker-proof" website hosting to keep your files (and customer data) safe from prying eyes.
4. Web-based software that captures the name and email address of your customers, then automatically sends them information about your company while you sleep.
5. Tracking software that shows you exactly which pages of your website your customers visit... how long they stay... which products they're interested in... and where they go afterwards!
6. Photography or videography of your latest projects
7. And too much to list!

But even if you don't decide to work with us, after our brief discussions you'll undoubtedly get more value from your website than ever before.

Call Us Now On 0400 82 55 98

Schedule your FREE 60 minute phone consultation today -- with no obligation whatsoever -- simply call me now on 0400 82 55 98 and discover how to finally make your website an effective conversion tool for your business.