



Why does my conversion rate stink?

Let me guess, **your website + marketing messages are letting everyone know how amazing you are.**

“We've been in business for XX years, and we're super excellent at what we do! We have so many happy clients. We have won so many awards...” **Blah blah blah, boring, vanilla, and just more NOISE in a very noisy world!**

“But, but, we're so great!” **So what?! Who cares?!** - Your conversion rate is telling you the answer...

Instead, talk about how you can solve a problem for them. In fact, give it away, “Follow this link and get the answer to your problem for Free!”

You're probably thinking, “Oh no, you can't just give away your expertise.” But did you really give away anything? They wouldn't be here if they weren't searching for answers! (Reread that.)

Outcome: By doing this you have changed the dynamics of the situation completely. You've gone from being an annoyance, to a resource. From a salesman, to a helpful expert. From someone to be avoided, to someone sought out for advice.

-And- you've shown them how amazing you really are.

Solution: Put your client/prospect first in your messaging. Simple as that.

Lagniappe: Change how you think about your precious marketing dollars spent on clicks and leads. Marketing dollars are an investment. If your conversion rate is low then you are getting a low ROI. Marketing dollars are an investment not an expense. Get your money's worth.