

SO YOU GOT THEM TO YOUR WEBSITE

Now What?

WITH

NANCY O'KEEFE

SIMPLE SMALL BUSINESS SOLUTIONS



Turning Your Visitors Into Clients

T H E R E I S A P R O C E S S

There Are No Shortcuts
It Is About Being Strategic

CLIENT LIFE CYCLE

Attract
Capture
Nurture
Convert

CLIENT LIFE CYCLE

Attract



Capture

Nurture

Convert

FIRST

What Are The Goals?

FIRST

Your Goals

FIRST

What Do You Want A Visitor To Do?

What Outcome Do You Want?

FIRST

Your Client's Goals?

FIRST

What Is Your Client Looking For?
What Do They Want To Accomplish?

FIRST

Research Tools

- Amazon
- Facebook Groups
- Survey Monkey
- Forums

CLIENT LIFE CYCLE

Attract



Capture

Get Their Attention

S E C O N D

Capture Their Contact Information
With Something They Want
So You Can Have A Conversation

SECOND

Capture With Something They Want


- Solves A Problem **They Want To Solve**
- Gives Them Information **They Want To Have**
- Helps Them Do Something **They Want To Do**
- Is Perceived As **Extremely Valuable**

SECOND

- Checklist
- Tool
- eBook
- Video Series
- Report
- Quiz
- Website Audit

Almost there! Please complete this form and click the button.


Tell us where to send
"The 30 Minute Productivity Fix"



First Name

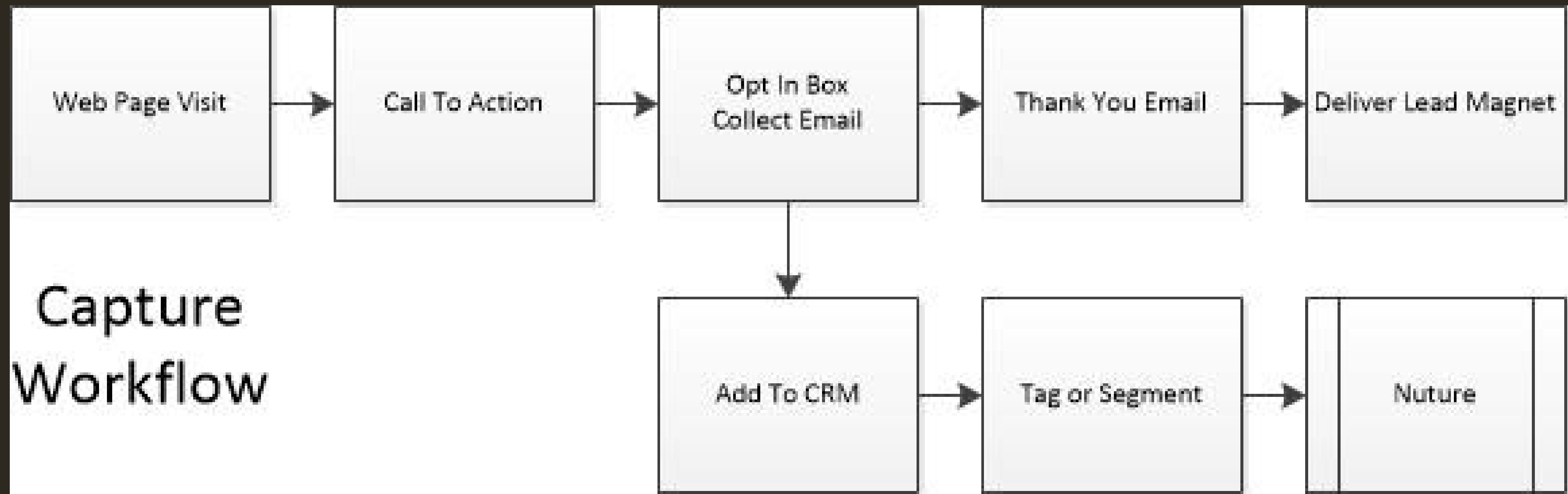
Email

PLEASE SEND IT NOW!

 We hate SPAM and promise to keep your email address safe

SECOND

Capture Workflow



SECOND

Capture Tools

- LeadPages
- Clickfunnels
- Email Systems Have Sign Up Forms
 - Constant Contact, MailChimp, iContact, Ontraport, Infusionsoft, etc.

CLIENT LIFE CYCLE

Attract



Capture



Nurture

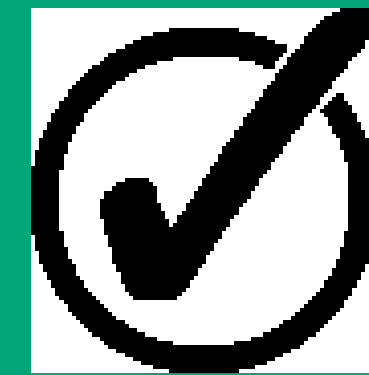
Convert

CLIENT LIFE CYCLE

Attract



Capture



Nurture

Build A Relationship

THIRD

Nurture

I'M JUST SAYING

This is the step we try to shortcut
You can't make them a
client if you don't have a
relationship

I'M JUST SAYING

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

NO FOLLOW UP, NO SALES



AUTOMATED MARKETING SYSTEM

- Set up to
 - Capture your leads
 - Nurture you leads
 - Engage your leads
 - Remind you to follow up with your leads
- Automatically.
- Behind the scenes. Working 24/7.
- So all you have to do is pick up the phone and ask them if they would like to talk about how they can get some help with their problem.
- **Then** have the sales conversation.

THIRD

Nurture
Have A Conversation
To Build Know, Like and Trust

THIRD

Need A Strategy

Action Steps to Meet The Goals

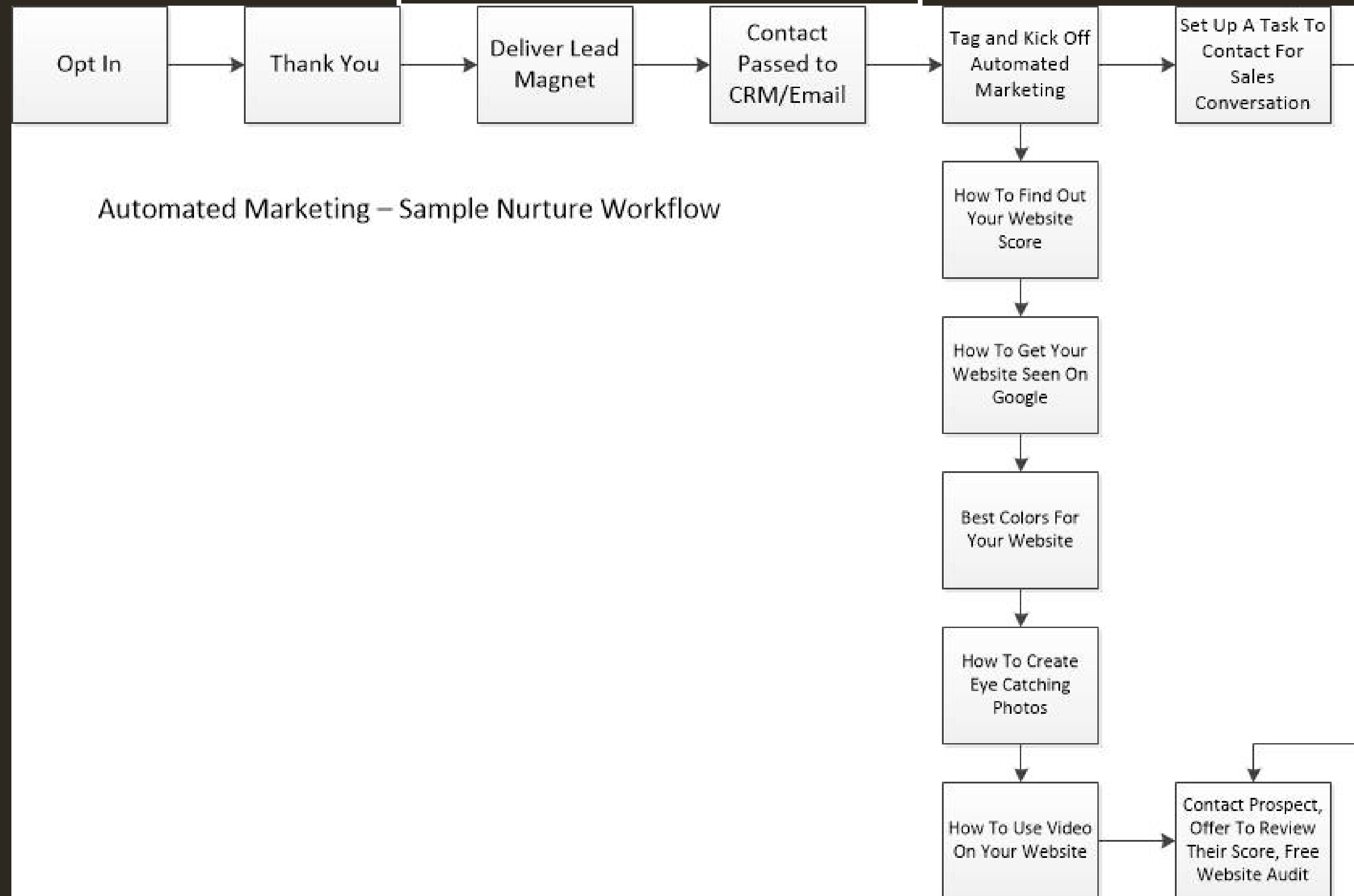
- What To Say
- How Often
- How Long

THIRD

Nurture

Warms Up The Prospect
So They Will Take Your Call

THIRD



THIRD

What Should You Say In Your Campaign?

- Provide valuable content that your prospect wants.
- It is all about them and what they would like to know.
 - Articles
 - Tips
 - Resources
 - FAQs
- Help the prospect clarify even solve their problem.
- Paint possible solutions; making them want to learn more about how they can be better.
- Help them get to know you better. (Know, Like & Trust)

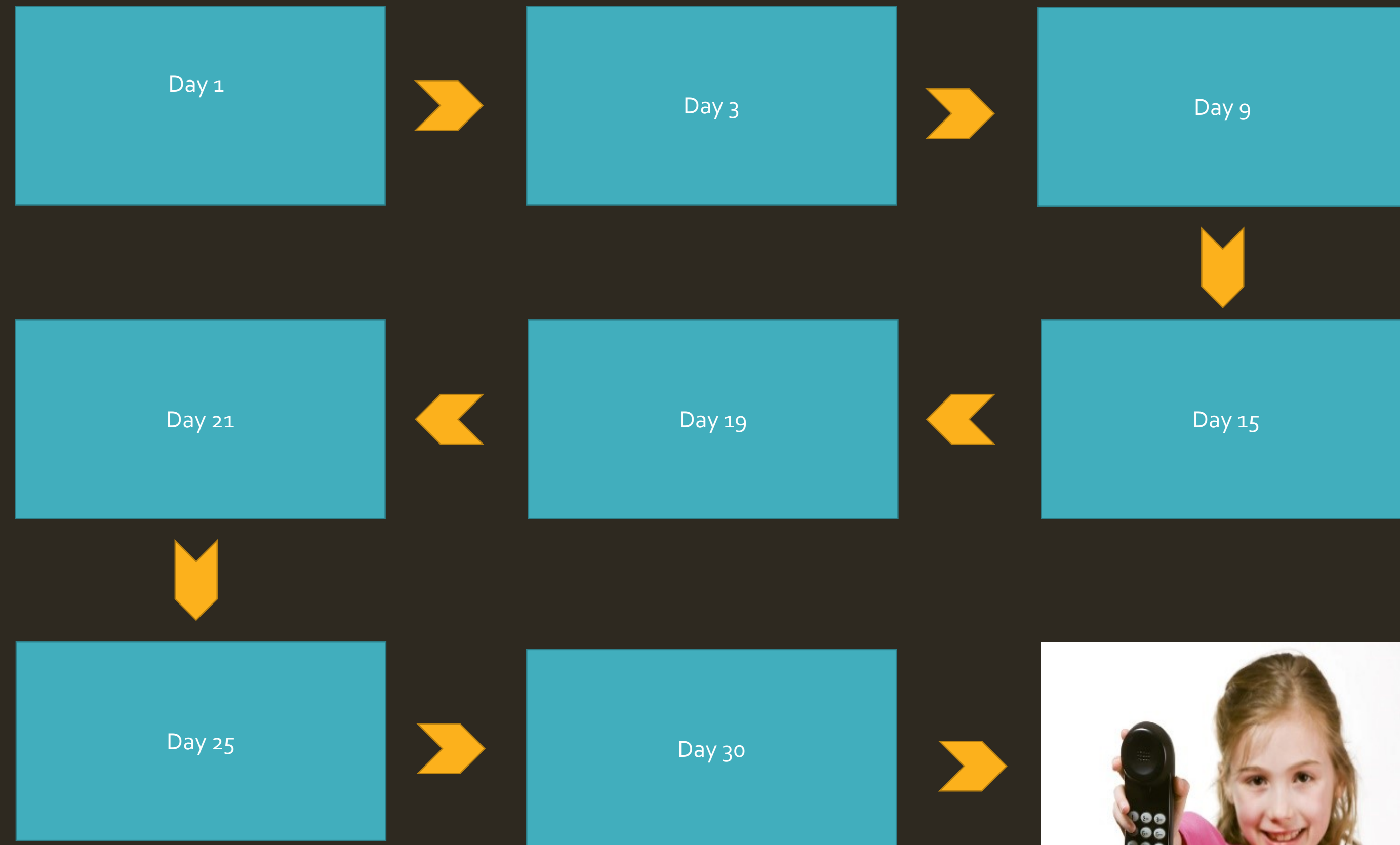
THIRD

What You Don't Say In Your Campaign

Of course you have the solution, but don't promote it here
Build your credibility as a helpful, trusted resource

- So... Here is what you DON'T say...
- You don't sell.
- You don't talk about the features and benefits.
- You don't talk about pricing or special promotions.
- You don't talk about your credentials, awards or success.
- It is all about them.

THIRD



THIRD

Nurture Tools

- Email Marketing
- Constant Contact, Mail Chimp, iContact
- Hatchbuck, Get Response
- Ontraport, Infusionsoft, Hubspot

THIRD

Nurture Tools

- CRM
- LACRM
- Contactually
- Salesforce

CLIENT LIFE CYCLE

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Capture



Nurture



Convert

F O U R T H

Convert

IN MOST CASES

You Must Have Direct Contact To Convert

FOURTH

There Must Be A Sales Conversation
But It Can Take Many Forms
Remember The Website Audit?

Sales Conversation



- ▶ Telephone or in Person
- ▶ An Offer on a Teleseminar, Webinar or Livestream
- ▶ Offer on the Web if you have a Shopping Cart, Credit Card Processing and Great Sales Copy

SECOND

Convert

It Must Have Value For Them
Even If They Don't Buy

SECOND

Convert

Make An Offer

Then You Must Ask Them To Buy

CLIENT LIFE CYCLE

Attract



Capture



Nurture



Convert



Thank You
To Get Worksheets That Walk You Through This
Process
Text YOURSUCCESS to 33444