

RESOURCE DIRECTORY

FULLY BOOKED!

How to Have the Sales
Conversation that Actually
Gets You Paid!

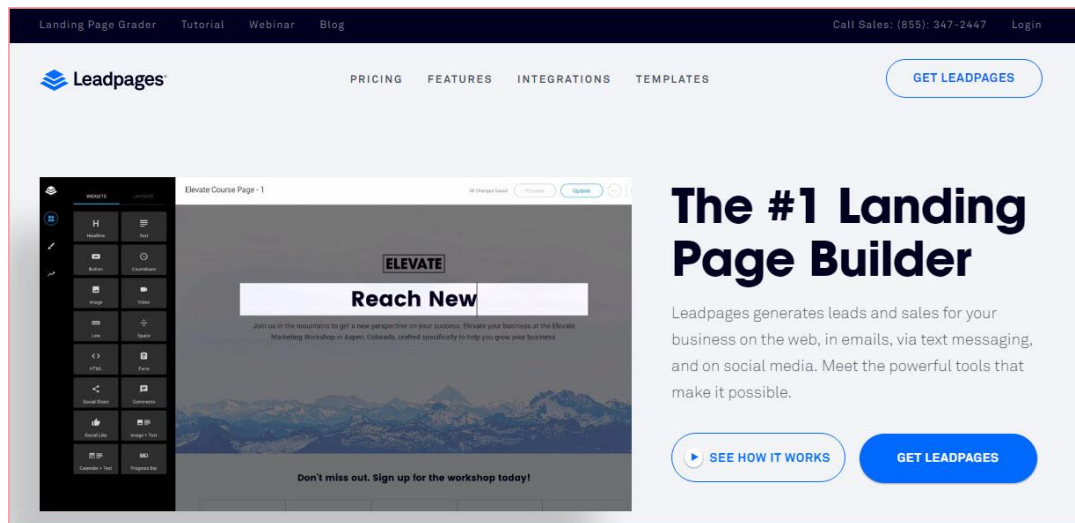


LOCAL SEARCH
SOCIAL MEDIA
MOBILE MARKETING

Brian Anderson Presents: Sales Conversations that Actually Get You Paid
A huge part of convincing potential clients to invest lies in creating a professional web presence for yourself, and making saying “yes” easy for your potential clients.

These tools and resources will help you do both!

1. LeadPages®



Saves you time and sets you up to create highly effective, visually appealing, professional landing pages that help you create focused sales messages. “Drag-and-drop” easy—and highly effective.

2. LeadPages® Video Demo

Scroll down the page and watch Melissa Ingold quickly demonstrate exactly how LeadPages® works.

3. TimeFreedomBusiness.com Contractors List

To have the energy to spend on your clients and sales, you need to outsource non-essential tasks—the ones that don’t need to be done by you personally. But getting the right contractors is crucial. Save yourself time and trial-and-error by investing in Melissa Ingold’s contractor list, containing contact information for the best contractors for almost every type of online marketing task. Contains 75 contractors and 21 tools and resources that Melissa Ingold uses—including 14 of her own contractors.

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4. PopupAlly

An Easy to Implement Popup That Can Double Your Conversions And Triple Your Email List...

"PopupAlly resulted in a 32% increase in our conversion rate and more than tripled our email database in two months."
-Adam Callinan, Entrepreneur.com

AS RECENTLY
FEATURED IN: **Entrepreneur**

An Easy to Implement Popup That Can Double Your Conversions... Without Intruding On Your Website Visitors

Use the #1 Proven Fastest List-Building Tactic – Without Being Annoying!

Make the most of your calls to action and increase your conversions by using this free, easy exit pop-up plugin on your WordPress website.

When all else has failed, an exit popup can often turn that “no” into a last-minute “yes”. In fact, PopupAlly quotes studies proving that exit lightbox popups have been known to increase conversion three hundred per cent. (And there’s a Pro version too, with more features.)

5. PopUp Domination 4.0

Another ultra-reliable exit popup.

6. YouCanBook.me

Don’t let potential clients “escape” in frustration at not being able to set up a convenient session with you. Use YouCanBook.me to let them check your availability and select their own time-slot.

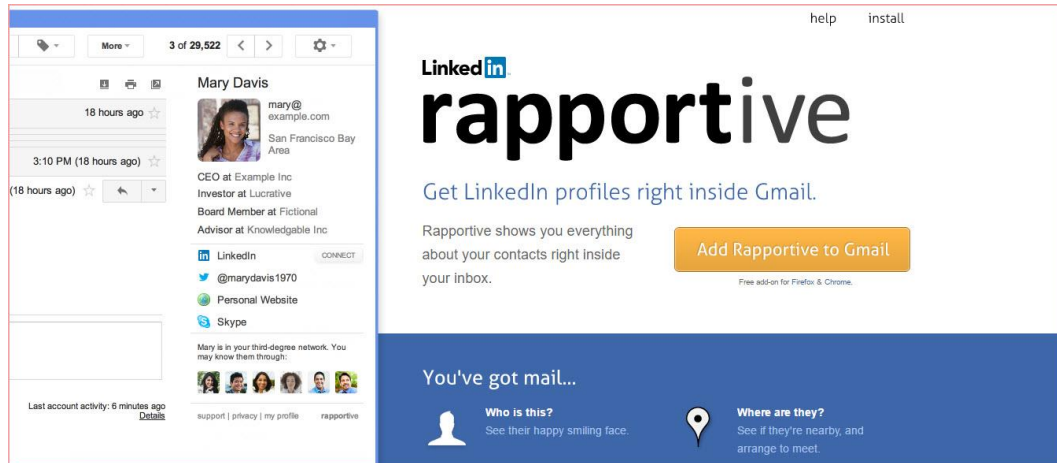
Comes in both a free and pro version.

7. Pamela for Skype

Record both audio and video calls using Skype with Pamela 4.9.0.56 software. Use this to record those all-important JV partner or special guest interviews—the ones that help your calls to action convert.

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Includes Skype Call Scheduling and options to record in either mono or stereo.

8. Rapportive



If you have a Gmail account, do get this add-on. It gives you the essential details about any Gmail contact instantly—along with links to their social profiles. (And it replaces ads with information you can actually use.)

This can be invaluable when you are researching your market, so you can target your offers more precisely.

Available as a free extension for Firefox and Chrome.

9. 17 Best Practices for Crazy-Effective Call-To-Action Buttons

This article from The Wordstream Blog is a great resource if you want to step up and test different types of call to action buttons.

Discusses every aspect of what makes a high-conversion button, including color, shape, size and language.

10. Boomerang

Another Chrome extension that allows you to write a follow-up email to someone you've just been in contact with, and schedule it for later.

Great for those who like to respond while details are fresh and inspiration strong, but who need to schedule a response for later (for example, to avoid overwhelming a potential client).

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Especially great if you are crazy-busy and tend to forget to send the odd follow up email you've tabled for "later".

11. VideoMakerFX



Increase conversions by making highly entertaining and engaging videos for your sales pages. Use easy VideoMakerFX to kick up your content type and bring a dynamic, active feel to your sales messages.

The features it includes are too numerous to list, so do yourself a favor and scroll down its main page to see:

- Short examples of all the different types of videos you can create
- A full list of features and resources included
- All your questions anticipated and answered

Best of all, there are no recurring subscriptions. At time of writing, it sells for \$67 USD.

12. IsUp.me

Instantly check (especially before and during launches) on whether or not your website is up or down.

13. Google Mobile-Friendly Test Page

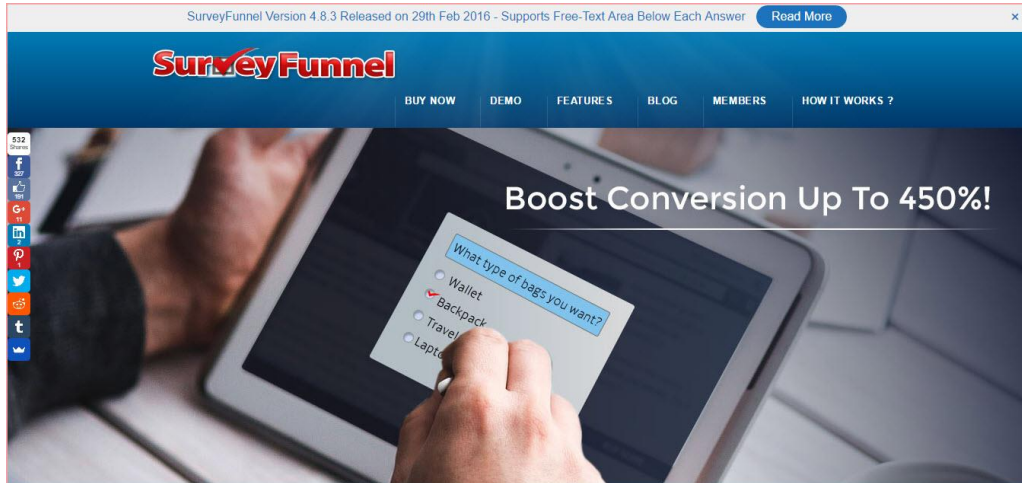
Instantly check your landing page URLs to make sure they are mobile-optimized.

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14. [MobileTest.me](#)

While Google's Mobile-Friendly Test Page merely tests whether or not your site is down or up, MobileTest.me allows you to visually see how your landing or sales page displays on a number of mobile devices (including iPhone 5).

15. [SurveyFunnel](#)



This WordPress plugin claims to “boost conversion 450%”. It allows you to ask simple survey questions that lead your prospect to specific promotions or signup offers. It gives you a way of further qualifying, and targeting, the right subscribers or visitors to the right list or promotion.

16. [Google Analyticator](#)

Another great, free WordPress plugin that allows you to easily view your Google Analytics stats from right within your blog dashboard, in a graph widget. This gives you valuable targeting information (and saves you time!) Select “Add New” within your Plugins tab on your blog dashboard, and add it right from WordPress.org/plugins.

Do read the vast list of features at the above link to see what it can truly do to power up your sales targeting.

17. [DocuSign](#)

If your sales model includes contracts or agreements for you and/or your client to sign, use this online electronic signature app to fast-track the process and—as DocuSign puts it on their home page—“get to ‘yes’ faster”.

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18. Landing Page Fundamentals, Buyer Psychology and Conversions

This Udemy course by Dan Johnson is tip-heavy, covering such topics as disconnects between traffic sources and landing pages. If buyer psychology fascinates you, check it out. (On sale at time of writing for \$18.00 USD.)

<https://www.udemy.com/landing-page-and-conversion-optimization/>

Any tool or resource that helps you target and help your ideal client is the right one to use. Give these links a whirl and see if they excite you or can save you time and increase your targeting.