

Attracting People Who Can Pay


Website language:

- ▶ Appeal to those ideally suited
- ▶ Actively repel those who can't afford you, don't have the right temperament, interests or needs for your services, or who just aren't ready for you yet

Cut out vague words and generalizations.

Don't be afraid to use words you have been conditioned to think of as "negative". State **exactly who can be helped** and **how you can help**—and **who should not** try your programs just yet.

Attracting People Who Can Pay



The message **keeps the visitor reading**

Further content on this site clarifies the message even more precisely, stating who Jo Bennett can help... and making those who aren't ideal candidates click away.


Attracting People Who Can Pay

Make sure that your landing page or home page states your main specialty clearly, then quickly clarifies:

- ▶ Who your services are for
- ▶ How they will transform the visitor
- ▶ Who your services are NOT for

The whole key here lies in **being specific**. The more specific you are, the more you will attract the right people and repel the wrong ones.

Attracting People Who Can Pay



This is a great example of what to do if you find you keep getting the wrong kind of client.

On top of that, you need to make sure that the people you are targeting are **people who can—and will—pay**.



Step two: Go Where They Are Paying

Go Where They Are Paying

It's not enough to create packages, programs and products for a niche that is **active**: You also want to make sure it's a niche where people **buy**.

Make sure people are buying these products: Talking about them, reviewing them, joining groups created around that particular program or product.

Pay particular attention to what they **express a need for** and what your competitors aren't providing!

Go Where They Are Paying

Find out who is buying.

A good way is to check the website testimonials—then visit those people recommending these offerings.

What can you tell about them, demographic wise? What products do they in turn recommend?



Step three: Talk Up The Transformation

Talk up the Transformation

Make sure you are clear about the **results** you are offering.

Start by stating your biggest benefit—the most significant transformation. Some directions you can take:

- ▶ How their lives will change for the better
- ▶ What plateau they can break free from
- ▶ What big obstacle they can overcome
- ▶ What investing in your offering will help them to achieve
- ▶ How much easier and simpler your offering will make their lives
- ▶ How much time they will save

Talk up the Transformation

You need to gauge personality traits around your clients, such as:

- ▶ Do they thrive on peer support ... or do they want one-on-one attention?
- ▶ Are they all about fast-tracking ... or removing blocks?
- ▶ Do they want a "done-for-you" approach ... or are they happy to do it themselves?

Talking up the transformation will increase the **perceived value** of what you are offering—for the right client.

Understanding specifically what they want *from you*—as well as *what you can offer*—will help you create the product package your potential customer or client has been dreaming of: *The one she's (until now) been unable to find.*



Step four: Stepping Up Your Call To Action

Stepping Up Your Calls to Action

1. Using tentative, wimpy-sounding words that make you seem unsure of your own offer
2. Assuming people will click on your "buy" button ... without telling them to do this!
3. Assuming people will click on "the right tab" when they're ready to check out your offer
4. Cluttering up your call to action with too much information
5. Presenting suggestions rather than actual calls to action!

Stepping Up Your Calls to Action

6. Using the word "Submit" on your "buy" button.
7. Camouflaging your calls to action with visual distractions (unnecessary links, text or colors that blend into the rest of the page and don't stand out)
8. Unclear instructions
9. Not getting to the heart of the matter before asking for the action (presenting the problem and giving your chief transformational benefit)
10. Not providing a big incentive to click

Stepping Up Your Calls to Action

Positioning your call to action at the right psychological moment is essential to making the sale!

Without a specific, clear call to action, you won't get the sale.

Don't suggest—tell them clearly what to do "right now".



Step five: Five Ways To Increase Your Chances Of Getting A "Yes"

Five Ways to Increase Your Chances of Getting a "Yes"

1. Are you making it easy for them to say "yes"?

Are you removing obstacles that are causing them to hesitate? Every obstacle?

First, determine that she is in fact your perfect candidate by asking yourself one single question: If she is able to take you up on your offer, will your offer give her the potential to start increasing her income as a result?

Five Ways to Increase Your Chances of Getting a "Yes"

- ▶ "Early bird" pricing—a reduced rate for the first XX participants
- ▶ Payment plans

The Early Bird pricing can be a great strategy because the **limitation** on the time it's available and/or the number of participants allowed can create a **natural sense of urgency**.

And payment plans offer a practical "win-win" solution for both you and your potential client: She gets the program; you get the sale.

Five Ways to Increase Your Chances of Getting a "Yes"

2. Is there a clear reason (in your offer) they should sign up now?

A single **really awesome bonus** that is only available for a limited time or in a limited number can prompt many people to take the plunge.

Another incentive that can prompt your followers and subscribers to sign up: If you have a **special event about to take place**.

Make sure you've got all your bases covered—and **ask your affiliates and followers to share the news**—imbue them with your same sense of urgency.

Five Ways to Increase Your Chances of Getting a "Yes"

3. Is there a clear reason to THEM that they should sign up now?

Have you made sure that your ideal client or subscriber can instantly see the big benefit in signing up now?

Make it personal. What do they want more than anything else in the world that only you are offering, right now?

You need to identify what immediate or nearly immediate achievement you can safely promise that will leave her feverishly trying everything to put together the funds for your program.

Five Ways to Increase Your Chances of Getting a "Yes"

4. Are you picking up the phone? Or just emailing?

An important part of creating offers that convert: Take nothing for granted. Don't do anything on autopilot.

So don't just email your client with your offer—especially if there's a time limit drawing close. Pick up the phone and make personal contact.

This personal, immediate contact is priceless, because it will give you a real learning opportunity, as well as letting potential or existing clients hear your voice—creating an emotional connection.

Five Ways to Increase Your Chances of Getting a "Yes"

- ▶ Important to the person you contact (not just to you!)
- ▶ Something they'll genuinely be glad to be reminded about
- ▶ Significant in value
- ▶ Exclusive
- ▶ Genuine

Give a helpful but closed answer—avoid giving an impromptu full coaching session by having an answer ready for further onslaughts of questions.

Do try to couch things in the most positive way possible. Particularly get rid of tentative words like "maybe" or "perhaps" or "if".

When you have actual, real-time conversations, you get to hear the real objections—and you can develop a strategy of reassurance for overcoming these objections.

Five Ways to Increase Your Chances of Getting a "Yes"

5. Are you proving your claims in advance?

Use social proof to show that your clients GET results - including tons of examples. Not only on social media, but on your website too.

"The steps you recommended are things I can actually do, with pleasure. What a relief to know I don't have to get a personality transplant to boost my visibility, attract more clients and hopefully be more successful. And what a revelation to me after years of being a general assignment novelist that I can go after the kind of writing I actually enjoy. It would be great to look forward to an assignment, not get my teeth in a dead-on hope to do hours and hours of research before beginning."

Here's the thing: the steps you recommended are things I can actually do, with pleasure, not things I'll suffer through or avoid because they feel so unnatural. And I can do them almost immediately. You were so generous with your time and your insights. That was helpful about everything we discussed. "You got it!"

Maguire Probes, Business Writer and Novelist, Englewood, NE



Make Those Testimonials Sing


- ▶ Including author photos
- ▶ Using plenty of "white space"
- ▶ Section off each testimonial
- ▶ Making them interactive and giving them a "live" feel by having them rotate. It makes it actually fun for the visitor to sit and watch whose stories come up next—and this is done in a cheerfully fast pace that creates a lively feel.

Make Those Testimonials Sing

One key sentence that hits the heart of what you do can be your greatest testimonial of all.

Make Those Testimonials Sing

Make sure your testimonial givers can be checked up on—because many of your visitors will instantly want to do just that.



Make Those Testimonials Sing

Make sure that your testimonial givers are actually charging prices that reflect the value of your agency and your own prices.

What are you willing to do to make it happen?

Is your heart pounding with a strong desire to make it to the top?

Yah, that's the good stuff, coated in candy sugar, my sweetie!

Your Investment: \$897

[Book Your Spot](#)

Make sure your clients do you proud!



Step seven: Getting Them To Rave About You

Getting Them to Rave About You

- ▶ In a follow up email, after a course, workshop, Challenge or even after a really helpful webinar
- ▶ At the conclusion of a workshop
- ▶ At the end of a session (NOT their first!)
- ▶ When you have celebrated their latest achievement with them
- ▶ In a blog post

A painless way to gather testimonials: Just ask them to fill out your feedback form, and provide either an easy link or provide the form directly below your request, on your website.

Getting Them to Rave About You

It's the least pushy and the most direct way of asking for specific, glowing testimonials!

- ▶ In a sidebar
- ▶ As part of your Contact page
- ▶ At the bottom of your Home page
- ▶ At the bottom of your "Client Success Stories" page
- ▶ In an anchor text link on any or every page—such as [Tell us what you love about us](#)

Getting Them to Rave About You

"But what if I'm running a live event?"

Don't miss the opportunity to gather the best testimonials of all—at the conclusion of live events, when people have just been engaging with you, one-on-one, and getting their questions answered!

Hand out a "Feedback form" containing questions that prompt positive, specific answers at the beginning of your workshop, and tell people clearly that you will be collecting these at the end of the workshop, "so please don't leave without filling them out".

Getting Them to Rave About You

You can make this feedback form kill two birds with one stone by adding: "If you would like to be notified about upcoming workshops, please fill out your name and contact information below"—and gain a new subscriber!

Be active and proactive in soliciting testimonials.

Make it easy, and make it rewarding: You can even use a gift as an incentive.

Encourage positive client feedback and comments on **social media** too—by asking the right questions.

You are using clear calls to action, backed by strong, positive social proof. What could possibly stop people from investing?



Step eight: Overcoming Objections

You WILL get objections, but what it's important to realize is that **people who object and respond with negatives sometimes become your best clients**—if you can help them past the barriers they are throwing up for themselves.

Overcoming Objections

That's the first thing to discern: Are these objections really valid... or is the client simply afraid to stretch her envelope, step outside her comfort zone and actually achieve her dream?

Many times, it's the fear of stepping outside a comfort zone that derails people: Or resistance to a new idea.

Overcoming Objections

1. When people object to your price.

Realize that you never, ever have to justify your pricing.

Next, consider the sub-text going on: Is this person at the stage where they can actually afford your pricing?

If the answer is 'no', don't drop your rate for them—EVER. Instead, either thank them for their time and let them go, recommend another service provider who works within their budget, or give them a more budget friendly option.

Overcoming Objections

Alternatives could be:

- ▶ A selection of services and products, each with differing price points
- ▶ A tiered system

Set your prices to reflect:

- ▶ How automated your offering is
- ▶ How much ongoing work it will take
- ▶ How interactive you need to be
- ▶ How energizing or debilitating you find it

Overcoming Objections

2. "How do I know this will work?"

When you get this type of objection, pay attention to tone and attitude. If the tone is at all belligerent, you may not wish to work with that particular person.

If the tone is more pleading, anxious or dubious (or even just matter-of-fact) that's a potential client indeed!

Always, always qualify it by pointing out that it's a two-way transaction: It's up to your prospect to put the work in.

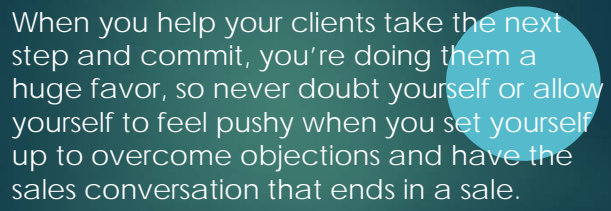
Overcoming Objections

3. "I'm waiting for..."

What such "waiting for" statements often provide warning about is that your potential client may be a perennial fence-sitter ... or just afraid.

Treat her as you would any other client: Offer a lower-cost alternative—if you have one set up—and point out the benefits of following through on what you've begun in the free consultation.

Sometimes a potential client like this will see the light and commit... and sometimes they really just can't.



When you help your clients take the next step and commit, you're doing them a huge favor, so never doubt yourself or allow yourself to feel pushy when you set yourself up to overcome objections and have the sales conversation that ends in a sale.
