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## HOW I BOOKED OVER \$30K IN PROFITS CONVERTING LEADS FROM MY WEBSITE

### THRIVE BY DESIGN WITH TRACY MATTHEWS

*“These platforms are great, as I’m going to mention, but having your own dedicated branded website has a lot of important benefits.”*

***You’re listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let’s get started.***

**Tracy:** Well hello there and welcome to the Thrive-By-Design podcast. My name is Tracy Matthews. I’m the CVO and Creative Director over at Flourish and Thrive Academy, and I’m thrilled to be here today. And I love announcing my title because those of you who don’t know we sort of created a new title over at Flourish and Thrive called CVO, and we want to encourage you all to become the CVOs of your business. And what we call CVO is the Chief Visionary Officer, and I think it’s an important distinction between the CEO because we own creative businesses and we’re showing up in the world creatively. So it’s an important place to be.

Anyway, back to the point of the podcast. Some of you may have heard my story before. So I wanted to share with you some of the secrets of how I went from zero sales converting on my website to booking about \$30,000 a month in profit for the first time ever. I’m really excited to share with you today some of the secrets to leveraging your online presence to build a five figure a month or more jewelry business.

So when I decided to close my wholesale business, I’m going to give you a little back story here, and start over with a new business model, I know that if I was going to be successful I need to learn how to grow my business online and attract the types of people that I wanted to work with. I mean that seems obvious, but a lot of us don’t do that and we don’t take the steps to actually get there. And personally at that time I had come from a completely different business model. I mentioned I was selling wholesale primarily. And I did sell a few things online, but it was really to my existing list. It wasn’t like a lot of people were finding me on my website. And honestly I had no idea how to do this, how





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to get people to my website, how to get people to fill out a form, how to get people to take the next step to buy.

So this was a whole new ballgame for me, and I knew I needed to set up a new website, but I didn't know what the best platform was and I ended up making a lot of mistakes in the process. So I wanted to share a little bit of that with you. In addition to that I wasn't really building much momentum or traction so I was baffled, like literally baffled as to why that was happening. Then I learned about a little insider secret. So I'm going to tell you about that in a moment, but the next thing that I did was I ended up, I knew I needed to have a website. So without researching what needed to be done on the website I just put up what I thought was a beautiful website. I had a designer help me make it, but I still couldn't figure out why people weren't taking the next action and you know clicking through to my contact page or clicking through to my shop because I was selling [3:00] some items like that I was doing one of a kind, in my online store at the time. And I couldn't figure out why I wasn't selling it.

And that was, strangely enough when I received an email from a friend about this woman Marie Forleo, and she was doing a free training series about how to make money online and I thought it sounded kind of cheesy at first and I was like oh that sounds super cheesy. I don't know if that's for me but I was curious because I wasn't having the impact that I wanted online, and I wasn't getting the sales that I wanted. I wasn't getting people filling out my contact form. Up until that point most of my sales for my customer jewelry business were personal referrals and knew I wanted to reach a broader audience where people who hadn't met me before or didn't have a friend of a friend who had met me could actually buy from me or eventually work with me.

So I ended up signing up for this free training series and honestly it was one of the best things I ever did. I learned so much from Marie during this training series that once I implemented what she taught me I started converting about 80% of the qualified leads that that came to my site and filled out my form. And I say qualified leads because sometimes people would fill out the form and they would say things like I have a \$300 budget, that's not quite in the range of what I was doing at the time. I started at \$1,000 entry level for a customer piece at that time. So 80% of the qualified leads I was able to convert into sales.

Eventually, over a period of 18 months, once I learned everything from Marie that I learned in this training series, I ended up booking my first month ever in history





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of about \$30,000 in profits for my jewelry business. Now in my previous business I don't a lot more in sales. I was close to a million dollars in sales, but the problem was I wasn't as profitable. You know, I would have profits here and there. Sometimes five figure profits, or actually probably five figure profits regularly, but they were in the lower five figures and I had a lot of employees at the time. So that doesn't stretch very far when that happens.

So anyway it was really awesome and it was a great time for me. So I wanted to share with you this free training series and I'm going to talk a little bit more about what I learned from here that really made an impact for me. So it just launched last week. So you can go check it out over [www.flourishthriveacademy.com/marietraining](http://www.flourishthriveacademy.com/marietraining). I'll also have that in the show notes linked below so you can click right there to grab it.

You might be wondering how I did all of this. I wanted to share with you a few of the tactics that really worked that are fairly simple that we kind of forget about that can help you build a consistent business online that's growing and will eventually get you to booking five figure sales, regardless of your business model. You know everyone has a different business model, but thinking about how this can strategically work for you.

So I wanted to say this before we dive in that the internet is one of the [6:00] fastest growing tools and by 2020 there will be about 5.3 billion people online. So you can't afford to miss out on that market. I guess it's pretty common knowledge that a small business must have a website, but the fact remains that many jewelry designers still rely on platforms like Etsy or other group selling formats to make their sales. And there are advantages to that, but if it's a primary source, it can also be a disadvantage and I'll talk about that briefly a little bit later.

These platforms are great as I'm going to mention, but having your own dedicated branded website has a lot of important benefits. So I wanted to specifically tell you how I was able to leverage, and I'm saying an online presence, to make five figures a month and you can do this on a consistent basis if you want to be taken seriously as a designer and if you want to really take your jewelry design business to the next level.

So the first thing that I did is I had a beautiful website that converted to sales. So I mentioned that I originally sat up this website. It was really beautiful, but it





wasn't converting sales. So then what I did when I sort of learned Marie's tactics I had spent all my money on this beautiful website, but I knew I needed to change it. So I had these two other guys help me set up a new website sort of in the platform she recommended and set the layout of the website in the way she recommended. Now I have to admit the design was not amazing. I was not super thrilled with it. It felt a little bit off brand, but the interesting thing about that website, because it was a highly converting website, was that it was set up in a way that moved people through the sales process and I ended up getting a lot more business which was interesting.

So that was a really revealing aha moment for me because I hadn't done that before in that previous website and now it makes sense, once I learned what was wrong, why it wasn't converting. And I think some of the things that were really important that were missing on my old website was that I didn't have a homepage that visually told my story. I didn't have a highly converting opt-in offer or an email signup list, which is something we're going to talk about momentarily. I didn't have originally a call to action in place that led people to fill out my forms or move them through the sales process. I also didn't have a blog that was attached to my site. I connected a blog, but if your blog is not attached to your whole website platform, it doesn't help the SEO process. So one of the reasons why you want to have a blog on your website is it helps pick up SEO.

And I wrote a post back many years ago. I can't even remember when it's from now, about rose cut diamonds. And quite honestly that is one of the posts on my blog that drives the most traffic to my website. One post that I did years ago about rose cut diamonds which is pretty amazing. And then I didn't have a video or anything visual since I'm selling like a really high end product, that sort of told the story of my brand or what I was doing. So I think a couple of important takeaways here that you need to remember is that you need to have a homepage on your website [9:00] that's visually telling the story of your brand, and for everyone it's going to be different. And it also needs to take people to the next step. So when you're there it's not just like a random slider with no information. It needs to visually take people to the next step through your calls to action, through the visual graphics that you have on the site, through the story that you're telling or whatever it is.

The next thing that you need is a highly converting opt-in offer which at that time I had something that worked really well. It was an eco-friendly jewelry





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cleaning guide or something along those lines. I have tons of people opting in because they wanted to learn how to clean their jewelry and how to care for it because I mean I don't know you, I'm the worst taker of my own advice because like when I travel or whatever my jewelry is all tangled up and I don't even package it, and I also don't probably clean my jewelry enough. But it's always something people are curious about. They want to know how to clean it. They want to know how to untangle necklaces. So if you can add value right where they are, that's a great way to get people to opt-in to your list so you can communicate with them later.

And then the next step is to have calls to action in place to tell people where to go next. You should have this on your homepage. You should have this on your "About" page. You should have this at the bottom of your blog or throughout your blog so people know where to go, and any other pages that people might be traveling to because ultimately, especially if you have an e-commerce store, you want to be sending people directly to the store to buy, right, because that's what we're in business for is to make sales. In my case, really what my main objective on my website is to get people to fill out my contact form because that's where I get the most sales is through people submitting a custom jewelry questionnaire and taking them to the next step. And then I spoke about the blog, that's really important to have it attached to your site, and then using video.

I honestly believe that the use of video on the homepage of my site is one of the highest converting tools that I have to this day that has helped my business grow to the next level. And one of the reasons why I say that is that when someone is going to invest in an expensive piece of jewelry or someone is going to invest in a designer that they don't know or someone is going to invest in something that's unique and different but maybe it's complicated to wear, there's a gajillion scenarios we can come up with. They want to know that if they're going to buy from your site, number one, that you are not going to go away. That you can show them how it's done or how it's worn. You can tell them a little bit about the process, your design esthetic, maybe how the jewelry works, you know, if you have something complicated. And they want to get more information and feel connected to you.

The thing that is amazing about video is that it really helps people connect, who you might not have spoken to yet, and take them to the next step. And at the end you always want to have a call to action saying you know if you're ready to





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get started, in my case I said something like, if you're ready to get started, go click the contact form and fill out the form and we'll get started and we'll talk, set up a call. So that's a really great tool for me that I've used.

So I mention this briefly in these bullets, but I think one of the other things that's really important [12:00] that I did to help leverage my online presence was the use of social proof and testimonials. So I want to start there because social proof and getting testimonials is a really important validating factor for people who don't know you yet. So social proof can come in the form of your previous clients, you know, sharing a rave or posting on social media or whatever, but you want to have some of that housed on your website. It could also come in the form of getting press or PR from national publications or something to that effect where it shows that like your jewelry is like amazing enough to be featured in a magazine or on a prominent blog or whatever. But it also tells the story of what it's like working with you and what the experience of your brand or the desire journey as we like to call it over here at Flourish and Thrive Academy of your brand so that they can connect. And ultimately at the end of the day what you're trying to do is create a connection with your audience which brings me to the next step which is you need to be constantly building your list.

So if you want to leverage your online business in order to build something that is doing five figures or more in a month, one of the things that you need is to get people on your list so that you can communicate with them. And in the case of an e-commerce business or if you're selling online, there's a couple of different ways to do that. You can build it from existing sales. You can offer them something that is irresistible that they can't give up. So that could be something like a jewelry cleaning guide. That's a really useful tool for people to get to the next step. You can develop some sort of self assessment quiz so they can opt-in and at the end of the quiz they answer a few questions. They get a report or some sort of PDF that takes them to the next step.

You could also offer discounts or VIP membership and all those other things, but the one thing about discounts that I don't like is that if someone has never purchased from you before and you're offering a discount or free shipping for signing up for your list, yeah well that's great if they're ready to buy, but what happens if they're not ready to buy. Why is that an incentive to sign up for your list if they're not ready to buy? That can be an added benefit that maybe you add in addition to it, like get your free jewelry cleaning guide or join our VIP





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membership so that you can have exclusive access to a product that's not available elsewhere or something like that, or there's a lot of ways to position a VIP membership or take this quiz and then at the end if they want to buy, you can give them a complimentary discount code.

Think of something really fun that works for your brand. I think style guides are a great thing, but the discount is not going to be something to entice people to sign up in the beginning. Some other resource is going to be a great avenue. And then what I also did, and what I encourage you to do, is to try different types of opt-in offers all around your site so that you're constantly list building. And another way to do this, you can list build on social media. You can take a list building training because there's like so many ways to build your list. You can partner with other people to share the words about what you're [15:00] doing, to help build your list and grow it.

And another really useful tool is when you're adding forms on your site. So those of you who have maybe templated sites where it's a little bit limited on where you can host your email opt-in, oftentimes they're at the bottom because they want people to shop first which seems like a good idea, but you still want the opt-in visible, as you can do some sort of pop-up opt-in that comes up like maybe 30 seconds after they've been on your site or possibly it's when they leave which I think is the best opt-in strategy is to do it when they leave because if they're leaving, that gives them one last touch to stay connected to you. For me personally like if I go on a site and a pop-up pops up immediately, it's kind of annoying to me because all I want to do is like look at the homepage and I can't even see it if that's the first thing that comes.

So either a pause of like 15 to 30 so that people have time to digest what you're all about or something as you're leaving. Really great strategy, and try different types of opt-ins all over your site. You can put it on your homepage in two spots, maybe on the top and use the opt-in. You can do a sidebar on your blog. You can do it at the bottom of your blog which I think is a great idea. You can do it on your contact page, and I actually have a way for people to sign up on almost every page of your site, if that's available to you. But make it interesting and something different, not just join our newsletter. That's not going to build your email list and that's a really important thing to think about.

And then the other thing I learned was about creating a communication plan and email newsletter. I know before I sort of learned this strategy I would just send





out; I didn't have a plan for my email newsletter sent out. In fact I didn't even hardly do it. I only sent things out when I was having a sale or something like that, and so people got confused and they started to forget about me and that's probably why in my previous business only 5% of my sales were from my website. Now as I started to build my business and grow my following, I started to nurture them. So I would send out at least one email a month. I think for lots of you who have online stores you could probably even email as frequently as once a week to share or maybe bi-monthly, twice a month so you're sharing what's new, sharing a new product, sharing something else interesting, sharing a story. Whatever it is, whatever works with your brand to make sure that you're emailing enough consistently enough and then also adding value in each of those so it's not super pitchy and salesy. It's more like fun and people are excited to open your newsletters even if they're not going to buy at that moment. Because when they're ready to buy it gives them a great experience of your brand. So that's something to really think about.

And then the final thing I did that really helped everything is I got people on the phone quickly. So I want to just backtrack a little bit here. You know I have a different kind of business model. I am a customer jewelry designer. I design really high end, fine quality products. It's expensive to get in. You know it's not like they're going to [18:00] jump in and spend like \$30 or \$300. It's oftentimes starting at \$1,500 and many times people are coming to me for the first time and they spend like \$5,000 or even more than that. So it's a pretty high end product, but one of the things that I would do a lot, even when I would meet people in person, is I would send them to my website so they can learn more about me. So I wanted to make this really clear that it's online present and I think everyone can use this strategy because your website really is your virtual postcard where people are getting to know more about you and learning about you and building a brand.

So it's connected with all of your outward sort of marketing and any sort of presence that you have in the world should all be tied back to your website as far as your jewelry brand goes. So when I would meet people out I would send them to my website, have a conversation with them, send them to my website. When someone is saying hey my friend is looking for an engagement ring I would get those people to send those people to my website. And that process over and over again, sending people to the website, and then eventually getting them to fill out the form and then calling them. Because I think one of the things that I





get a lot is people filling out my contact form and seeing a piece that they love and then immediately asking the price. And there's so many variables that come into play when it comes to my type of jewelry business that if I were to just email them back a price, they might not respond because everyone's got a different budget.

You don't know, like maybe someone has you know a total budget for an engagement ring for \$5,000 and then another person might have a \$25,000 ring budget. So I'm saying this because you know stating price sometimes in email, unless it's like a hard nailed down price that you're selling in your online shop, can discourage people or also discourage people in a lot of ways. I want to say that because like you know they might think oh that's going to be too expensive. There's no way I can buy in, or it also might be like oh that's not expensive enough, you know, think about the reverse route. So there's lots of psychology that goes into pricing and that people think about.

So what I like to do is get people on the phone, especially for my customer jewelry business, to talk about my process, the value of the piece and to ask them their budget first so that I can talk specifically about how I can work with them if it's a good fit. And I want to mention if it's a good fit because that's a key component here. Now for those of you who don't do customer work, I don't want to alienate you and I think that the phone still is an important, valuable asset. One of the things that you can do, and I learned this from Andrea (20.36 unclear) to really encourage people and to build proof is to put an 800 number or a Google Voice number or something on your website on the contact page so that people feel confident that if they wanted to they could pick up the phone and talk to a live human being instead of having an email, if they just had a quick question. And for some reason putting that email address there really creates validity and builds trust for people to buy. [21:00] So it helps you make more sales.

So I wanted to mention that because really building a brand an presence online and getting to a place where you're doing five figures a month in sales, regardless of what that means to you, it's a holistic strategy to think about the entire process of how it works. So what ended up happening, I kind of want to tie this together to my original story about building momentum and eventually doing the \$30,000 in profits. A couple of interesting things happened during this time.





So my success at that 18 month's time was all about building momentum in all these pieces that I was putting together. There's several other pieces of the puzzle which I'm going to share with you later in the month, but these are the ones that I found the most impactful and helpful. And what ended up happening is that I started getting more traffic and eyeballs on my website so that could have been like from individuals, we call them hot leads. Hot leads, I maybe had spoken to you or I'd met somewhere who were actually already warm or hot and ready to maybe take the next step. It also helped convert cold traffic and turn those people into warm leads. And then also developed a strategy for me to communicate with people who weren't ready to buy or wanted to know more.

So the communication piece helps get my previous email list subscribers like warmed up to the new product that I was doing and help convert some of those. And then getting people on the phone and having the video and all the social proof helped get people warmed up so that when the next step, when I was like ready to say like okay let's work together. Is this a good fit for both of us, it got them to say yes a lot easier which was great. And then what ultimately ended up happening is my presence on LinkedIn started to elevate. I ended up getting a call or an email from a recruiter, and this is a really important part of the strategy because all designers can use this sort of strategy to help expand their offerings in their business. And this was something that was really important to the growth of my business.

At that time I was working private label. So I would design for other people as well. And I was found by a recruiter on LinkedIn who had gone to my site, checked it out, loved my work and introduced me to the lead designer over at Stella & Dot, and I ended up landing a part-time contract gig with Stella & Dot who at that time was a \$400 million company. They're probably like double that now. I have no idea, but it was crazy. That like brought in about \$5,000 a month of revenue. And at that time when I was rebuilding, that was awesome because that was like net, that wasn't gross. That was like what I was taking home every month to pay my bills with. So that was an awesome like extra little bounce.

And so when that was happening, like all this momentum was building, I was able to work on projects simultaneously, and I got project after project after project and then all this momentum built and I started setting goals for myself [24:00] and started saying okay here's what I want to do this month and here's what I want to do next month. And I ended up doubling my goal from the previous





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month in that month when I had, I think it was in March of that year that this happened. I ended up like all those efforts compounded and all these strategies that I taught you compounded and I was getting enough traffic there and the product was right, and I was getting the right clients and I had this great month.

And so I want to share this with you because I think there's so much to be learned about really building an online presence that has so much more to do with just putting a website up there and then expecting people to show up. It's really a holistic strategy that requires a really nice looking website that is consistent with your branding, that you're communicating and building trust with your people, that you're staying in touch with them over time and nurturing them so that they really fall in love with you and your brand, that you're taking them on this desired journey, that you're creating calls to action to move them through the next step of the process, and that you're actually available so that they know that they can actually speak to you if they need to.

So I learned all this stuff, some amazing stuff through Marie Forleo and I wanted to once again share that free training series with you because I think it would be really valuable for anyone who is trying to build a business online, especially a product based business. And you can check that out over at [www.flourishthriveacademy.com/marietraining](http://www.flourishthriveacademy.com/marietraining). And I want to mention I'll have the link in the show notes. You'll also have access to the transcript in the show notes if you want to check it out and maybe look at some of the strategies that I used as well.

So I wanted to thank you for listening to today's episode. It's been a blast to be here. I always love sharing my experience and things that I've done that have worked and have not worked, and I just want to really encourage you to on a final note, make sure that you're testing, testing, testing everything that you do because my strategies are great and they will help you grow your online presence and leverage your online presence to help make more sales and potentially get you to five figures or more a month. You know the sky is the limit. You know have goals and set them and exceed them. But not everything works for everyone.

So I really encourage you to test and see what's working and see that's not working, and when you find that flow that's working for you, that your dream clients love, that your brand advocates are onboard for, that they're raving about everything that you do, you know you've hit it, and you can start doing more of





that and expanding and really getting yourself out there in a bigger way. So I want to thank you again for listening today and if you like what you heard, I would love for you to subscribe to the podcast, the Thrive-By-Design podcast, and we'd love to hear from you. So we would love for you to rate the podcast and give us a little review to tell us a little bit more about what you think. Alright this is Tracy Matthews, I'm signing off for now, and I hope you have a wonderful day.

