

CAN TRAFFIC KILL YOUR BUSINESS?

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Traffic is the life blood of any business but it can also kill you if you're not careful.

Whether you buy it with cash or you buy it with effort and leg-work getting prospects to your door or website is costly and if you can't effectively convert that traffic into revenue it can bankrupt you very quickly.

There are 3 obvious ways this will hurt you:

1. You'll lose your marketing investment.

Failing to capture attention, convince your prospects to take action and capitalize on those prospects can break you ...FAST!

2. Your business will shrivel up like a raisin. If you're in business you need to make money to survive. You can beg, borrow, steal, re-mortgage the house to come up with marketing funds but if you can't get folks to pay attention to your marketing, take the next step (visit your store, site, download a report, etc...) and ultimately make a buying decision you'll lack the resource to stay in business.

3. Your prospects will go to your competitors!

Even good marketing and sales copy converts 2 out of every 100 visitors into customers. But that means that the other 98 are going somewhere else! You've paid to get them to your door/site, you've given them more education

on the products/services that meet their need but you didn't convince them you were the best source to solve their problem.

Now they're convinced that someone else is!

The fastest, easiest, most cost-effective way to plug these holes and double, triple or quadruple your sales is to get focused on your ...COPYWRITING!

Copywriting is the often overlooked component that makes the whole process work.

Without good copywriting your marketing will fail to get and hold attention, generate leads or convert leads to sales.

Truth is, unless you're a freak you'll always lose more sales than you get but even marginal improvements in your copy can easily triple your sales.

The other side of that coin is that the sales you AREN'T making are going to your competitors.

If you triple your sales, then your competitors will NOT be making those sales. You'll have more revenue to reinvest in your business to get more prospects. You'll experience exponential growth and you'll be operating in an entirely different league than your competition.

The difference between mediocre copy and good copy could very well determine whether your business thrives or perishes like 50% of the other businesses that fail.

So what makes good copy?

There are many factors that influence the effectiveness of your marketing and sales copy such as the formatting layout and graphics but perhaps the most significant element that determines how successful your marketing or sales piece will be is the persuasive power you inject into your copy.

Your words must command eyeball-grabbing attention, create a vivid mental picture that penetrates deep into your prospect's subconscious mind and propels them to take action.

There are many ways to make your copy more persuasive but using the following 3 types of "Power Words" will help give your copy an immediate persuasive kick.

Emotive PowerWords:

Most of the time people are driven to action emotionally; not intellectually.

Fact:

If you're using intellectual lingo in your marketing and sales copy you're losing sales.

Active PowerWords:

Strong, response driving marketing and sales copy is highly concentrated with action verbs.

Action is what propels the prospect to respond.

Fact:

Studies have shown that the highest performing ads consisted of specific adjective and verb ratios.

Energizing, Vivid PowerWords:

People have too many things screaming for their attention. Nobody has the time or interest to read dull, lifeless text. Your marketing and sales must be a vivid, living masterpiece or it just won't engage your prospect.

Fact:

Highest performing marketing and sales pieces are written in a way that the reader can "see" the solution rather than just read it.

If you're in business to succeed and reach your fullest potential you must get focused on your copywriting immediately. Leads and Sales are slipping through your fingers every moment. While there are many ways to have a positive impact on your copywriting the quickest, most significant is to infuse your copy with powerful, persuasive words that get attention and motivate your prospects to take action.