
8 WAYS TO DOUBLE YOUR SALES IN THE NEXT 60 DAYS



Zoogly Media



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WHERE GREAT CONTENT LIVES.

INTRODUCTION

Dear business owner.

Do you want to double your sales in the next **60 days** or less?

Are you looking for a way to increase the number leads to your business?

If you answered yes to either of those questions, then the information contained within this free report will be of incredible value to your business.

In this report, I will give you **8 strategies** that will help you to gain more leads and sales.

They are the same strategies that have allowed my business to grow year on year, seen me featured as a case study on one of the worlds biggest marketing websites, allowed me to gain over **10 million video views** for clients and send over **1 million people** to client **websites**.

These marketing methods will help you to crush the competition and see your business grow.

If you are ready... let's dive in.

1. A POWERFUL COVER STORY

Your Website Should Have A Powerful Cover Story

Have you ever heard of the 15-second rule?

Studies have shown that a whopping **55%** of **website visitors spend less than 15 seconds** on a **website** once they have arrived.

So, as a rule, your website has **only 15 seconds to win the customer over**.

The problem, however, is that most websites are shockingly bad at telling the visitor exactly what problem they solve for them.

In the era of technology, we are bombarded with over **4000** marketing messages every day, and some estimate it to be as high as **10,000**.

We have hundreds of emails to deal with every day, and then we have social media going on in our lives.

The result is that our brains are taxed like never before.



20% of our fuel goes straight to our brain!

Now, you might not know this, but our brains burn around 20% of our daily calorie intake.

Yes, 20% of our fuel is used by the brain alone.

And we use even more energy when we have to think harder.

For this reason, you must make it clear what problem you solve for the customer the second they land on your website.

If you don't, you are going to require them to think harder about what you do and immediately have the customer thinking **'this is too much hard work'** and have them clicking the back button faster than Usain Bolt can run the **100** metres.



The solution to this is what I call a **Cover Story**.

They say **'you can't judge a book by its cover'.....but we do.**

This judgement is often referred to as **'Snap judgement science'**, and it goes on all the time.

We judge in seconds if the book is worth reading.

We judge in seconds if the restaurant is going to be good or bad.

From hotel bookings to hiring employees, we make decisions on minimal information.

And this is exactly, what will happen when someone visits your website, they will form their own narrative about you unless you quickly provide them with one.

So, what is a cover story?

In essence, it is simply a line or paragraph on your website; every visitor sees the second they land on your page.

And that line tells them what problem you solve for the customer.

Because that is why they are there, they have a problem, and they are looking for someone to solve it for them.

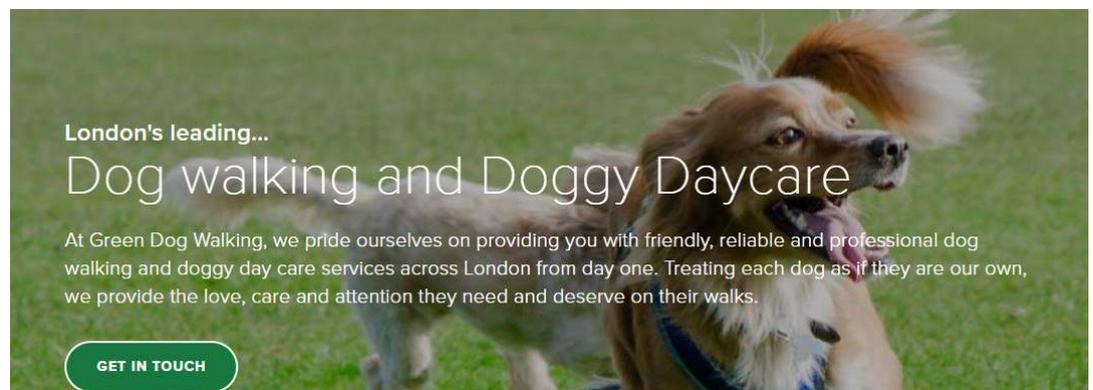
Here is our cover story:

“Most Businesses Struggle To Generate New Customers We Have A Proven Process That Generates Any Business Highly Targeted Leads”

That tells people the problem we solve: we generate leads for businesses that are struggling to generate them.

But what about other examples?

Let's take this one from a dog walking service:



“London’s leading Dog walking and Doggy Daycare”

“At Green Dog Walking, we pride ourselves on providing you with friendly, reliable and professional dog walking and doggy day care services across London from day one. Treating each dog as if they are our own, we provide the love, care and attention they need and deserve on their walks.”

I think there is no doubt that you know what they do, who they are and the problem they solve.

But let's compare this with 2 bad examples:

This is another dog walking example from page 3 of Google:

“LOCATED IN SOUTH WEST LONDON PROVIDING A PROFESSIONAL, RELIABLE & 100% FLEXIBLE SERVICE AVAILABLE 7 DAYS A WEEK WITH A SIMPLE ONLINE BOOKING PORTAL”

They never once mention what they do and what sets them apart from the competition.

You have to scroll down to the bottom of their page where you find this gem of a line barely visible:

“DOG CARE WHERE THEIR HAPPINESS COMES FIRST”

Now that isn't perfect, but it is a lot better, but sadly I doubt that any website visitor wouldn't even get that far down the page.

Most business owners treat this part of their website as unimportant.

But when it comes to marketing, clarity is an essential element of any website.

Here are some examples from real businesses:

“We unblock drains for the fixed fee of £55” (a successful drain company).

“Covering the counties of Cheshire, Derbyshire, Staffordshire, Shropshire and Manchester we are the areas premier double glazing installer of uPVC, timber and aluminium doors, windows, conservatories, orangeries and garden rooms.” (This is from a successful window company, it tells you exactly what they do, where they are and what problem they solve).

Can your website visitors tell what problem you solve for them in a second?

If not, go and create a cover story that makes it easier for them to know they are in the right place.

2. DITCH THE SLIDERS

Ditch The Sliders

Sliders are a web designers best friend because they allow them to use multiple high-quality images in the area we call **'above the fold'**.

Above the fold is the area where the screen cuts off, and you can't see anymore without scrolling down.

This is prime website real estate and as such the designers use it to place multiple images each with multiple messages.

There are **2 core issues** with this; the first is the time the sliders take to scroll.

One of the first rules of copy-writing is to **read what you write**, yet I have seen hundreds of websites that have sliders that scroll way too fast.

You can't read the message before the slider moves.

And we again go back to the cover story.



A SLIDER CAN
TAKE UP THE
PRIME
WEBSITE
REAL
ESTATE

There is no point telling the customers what problem you will solve for them if they can't read it.

The second issue is that the **human eyes don't respond well to movement**; this is called '**reflexive saccade.**'

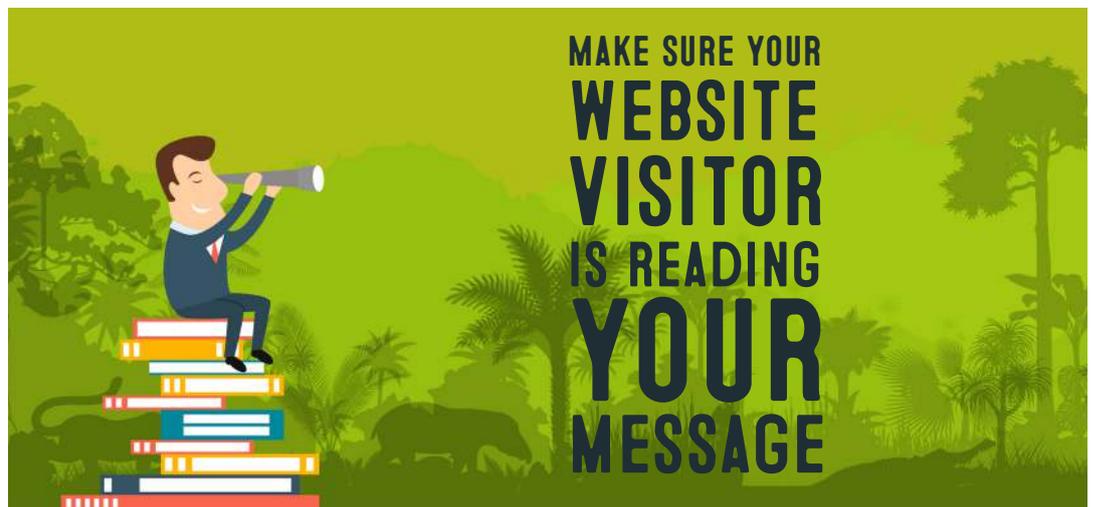
Our eyes do not fix on one location. Instead, they are quickly scanning for information, jumping across the screen we are reading.

And when you use a slider, you literally pull the rug from under your visitor's eyes forcing a reflexive saccade.

It is unpleasant for people, and your website visitor isn't reading your message, they are looking at the movement of the slides.

The result is you have lost the opportunity to tell them what problem you solve for them.

Ditch the slides, and you are highly likely to see an increase in conversions.



3. CREATE AN IRRESISTIBLE OFFER



Do you know the offer that most businesses display on their websites?

Contact Us.

Yep, that is the number one call to action displayed on websites.

It is way too weak, too understated and doesn't grab the potential customer by the hand and give them something juicy to entice them to contact you.

And that is what the irresistible offer is all about....getting them to contact you.

In 4 years, I have **never** had to make a **'cold email'** or a **'cold call'** to anyone because I have learned the power of offers.

Inbound leads are powerful because the customer has come to you.

They have read your website, your story and decided that you could be the business to help them to solve their problem.

Here is one of the worlds best-known offers:

“Fresh hot pizza to your door in 30 minutes or it is free.”

I bet you can already tell which company made that offer and if you couldn't, it was Dominoes Pizza.

That offer was one of the reasons Dominoes exploded in sales.

Here is my irresistible offer:

“Book your free 30-minute digital strategy consultation worth £700 today.”

Yes...that is 30 minutes with a digital marketing expert, and it is FREE.

So you need to come up with an offer that is designed to get someone into your showroom, designed to get them to call you, designed to get them to fill in your contact form.

And that is all your irresistible offer needs to do, get them to contact you.

So rather than just use a “contact us” button on your site, entice people with a compelling offer and you will see your leads skyrocket.



4. CREATE A FOLLOW UP EMAIL SEQUENCE



So you got them to download your transactional call to action, what now?

Well, you have got their **attention**, and then they have **given** you their **permission** for you to talk to them again.

This part is where the vast majority of businesses fail to capitalise on the opportunity.

And to show you what this is like in real life, let's take a trip to a local bar.

You are stood there and see the guy or girl of your dreams (married or coupled up folks just run with this).

They look, and from deep within your soul you summon the guts to walk over to them and offer to buy them a drink.

They agree with you, and you get them a drink....and then you say nothing.

They stand there, you stand there, and no one speaks.

And as you can imagine, when someone else comes over to them, they start chatting to them instead of you.

This is how **90% of companies** deal with people who sign up to their email lists or newsletters.

They never talk to the person again and you know why they don't, it is because they are worried they will unsubscribe from the list.

This fear that people will leave your list is holding people back.

You should clap when people leave your list because them being there costs you money and if they have no intention of buying from you then why should they be there?

And this is precisely why you need to email your list when they sign up because right now they have just permitted you to talk to them.

So here it goes like this.

Email 1: This is the chat after they agreed when you asked them if they wanted a drink.

Email 2: This is where you see them in the next bar, and you get them talking about themselves.

Email 3: This is where you talk about yourself a little later on in the night.

Email 4: This is where you go dancing.

Email 5: You ask them out on a date.

OK, so it doesn't have to flow like this, just like relationships your client might be open to asking for a date earlier.

And by full a date, I am talking about getting them on the phone with you.

But as standard, you should be sending between **2** and **5** emails to people.

Of course, this shouldn't be a manual process; you need to use an email service like **MailChimp** or **Aweber** to get this task done but make sure you set out a few emails.

Always give a welcome email.

Always send an email that addresses the thing that keeps them up at 2 am.

Send them a **case study**.

And finally, give them the irresistible offer that gets them on the phone with you.

You can stretch this out, it depends on your market and I know some mega-marketers making a fortune who suggest you give them your offer straight away...and that is fine too.

**You need to test what works for you, but
the main thing is you get talking to them!**



5. TRANSACTIONAL CALL TO ACTION



**MAKE YOUR
CUSTOMERS
100% CERTAIN
ABOUT YOU
AND YOUR
COMPANY**

Let me ask you a question.

Would you marry someone on a first date?

I didn't think so, yet that is what **90%** of business owners do.

They put ads out there and content that says this:

“Buy today.”

It might come in the form of a Facebook post, a Facebook advert, a Google ad, a magazine advert, a radio advert.....the list goes on.

You expect someone who has no idea who you are, to get their bank cards out and give you their hard earned cash.

This is what I call **‘hungry dog marketing.’**

You see, selling dog food to hungry dogs is really easy.

You don't have to worry about quality; you don't have to worry if they want it and if those dogs had the cash they would get it out of their bone-shaped money boxes and hand it over fast.

The problem is that you aren't likely to be in the business of selling dog food to hungry dogs.

What you are selling is likely to be far more complicated and as such needs a different type of marketing.

You see, **there are needs and wants.**

Our needs are relatively simple and easy to meet because we have only **2** of them.

The first is **physiological** needs; these are food, water, warmth and rest.

The second is **safety needs**, such as security.

Everything after this point is a want.



Now your customers are likely to have their needs all taken care of.

So from that point on the customer only buys what they want and from whom they know, like and trust.

The power is now firmly with the buyer.

And so, when you shove your buy now ads or posts they are thinking:

“who are these people.”

“I don’t know them.”

“Are they trustworthy?”

“Will they do what they promise?”

These are all unanswered questions right now, and the result is your ads fall flat, the traffic coming to your website doesn’t convert, and you never see an increase in leads and sales.

This leads to the **3 reasons the customer doesn’t buy from you.**

They aren’t certain about you.

They aren’t certain about your products or services.

They aren’t certain about your company.

So what is the solution?

You need to give them a route to **build their trust and increase their certainty about you**, and the fastest way to do this is by email communication.

And to get their emails, you need to give something of value away for free.

I call this a transactional call to action.

Now you can give a free course, a checklist, a buyers guide, a pdf, a webinar...basically anything.

But once they have the asset you have developed for them, you can send them further emails that develop their trust in you, and when the time is right, you can give them your offers.

So, rather than asking someone to marry you on the first date, you are actually just asking for a second date, a third date and so on, until you are ready to pop the question.

Once you get into the business of creating customers, everything changes.



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THE BUSINESS OF
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EVERYTHING CHANGES

6. ADD REPEATED CALL TO ACTIONS



So you have your phone number and your offer.

Here is what you don't do, just put them on the top of your page and leave it at that.

You need to repeat that call to action several times on your website.

Sounds too simple to work, doesn't it?

Trust me; this is precisely how businesses who are earning millions online operate, yet the vast majority of companies are way too shy about coming forward on the web.

Don't be like this, add your call to action at the top of your site, the side, the top right, in the middle of the content....basically everywhere.

Remember what we said about vision, our eyes scan all over the place, looking for information.

By repeating that information, you are always in with a chance to get them to contact you.

It works like this:

They land on your site and see your offer. They aren't certain about you right now, so they scroll down.

They read some more and are a bit more convinced and see your offer again but again aren't certain you can solve their issue.

So they scroll down further and finally, they think you are the right choice for them, and they see your offer again and boom they either contact you or take you up on your transactional call to action.

Makes sense doesn't it.



7. DOUBLE YOUR SALES AND LEADS



HOW ARE PEOPLE GOING TO FIND YOUR WEBSITE?

Answer This One Question To Double Your Sales And Leads

There is one simple question that could change your business overnight.

It has the potential to double your leads and sales overnight...but only if you can answer it.

The question is ridiculously simple yet ignored by most business owners.

The question is this;

“How are people going to find our website?”

This staggeringly simple question makes most business owners shake at the knees...because they don't have an answer.

Here is what one business owner said to me when I asked them this.

“Well, people will find out about us and search for our company”.

This is what people refer to as brand marketing, and yes it can be incredibly powerful...yet massively expensive.

And the truth is that business owners rarely have enough marketing budget to get enough traction to create the number of people searching for them they need to succeed.

The reason is what we call an **'action gap'**.

Let's see this in action.

Imagine you are driving along and on the radio, you hear an advert for a business selling sofas.

You think to yourself that you need a sofa and should look.

There is just one issue: to do this you need to stop the car, get your phone out and Google them.

We both know this isn't going to happen.

The same goes when you are reading a magazine and see an advert for something you like; you aren't going to put the magazine down and get your phone out.

Sure a few sales might come through that way, but the second you get your phone out you are met with messages, notifications and emails that get your attention first.

This is why traditional marketing is failing fast...it is too expensive and gives far less returns than digital marketing.

So, we are back to the question...how are people going to find your website?

The two fastest routes for you are to be found from advertisements and or from search engine results.

And you shouldn't be afraid to invest in both.

Now when it comes to adverts, there are 2 big players, Facebook and Google.

Their platforms such as Instagram and YouTube, allow you to reach people instantly, but not just anyone, your target audience.

With the fixes on your website, the offer and the cover story along with a transactional call to action, you are primed to start paying money to get those leads coming in.

And if you have the budget for this, you will find it can change your business overnight.

The problem, of course, is that many business owners don't have their websites set up to convert leads, and this means that people waste a lot of money with ads and then give up.

It isn't the adverts that are failing to work... it is the website.

The second way your business can gain high-quality traffic is the organic search engine results (or the SERPS as they are known).

The way you get ranked there is via something called SEO or search engine optimisation.

This, however, takes longer to get results in and you can spend 6 months to a year on SEO and then only start to see results.

But when you do start to rank for your target phrases, you will see your leads and sales shoot through the roof.

The reason is that the Google search engine refers over 50% of the worlds website traffic to websites.

In comparison, only about 6% comes from Facebook.

It is this one-two punch combination of adverts and SEO that will genuinely change the game for you.

So...ask yourself the question...

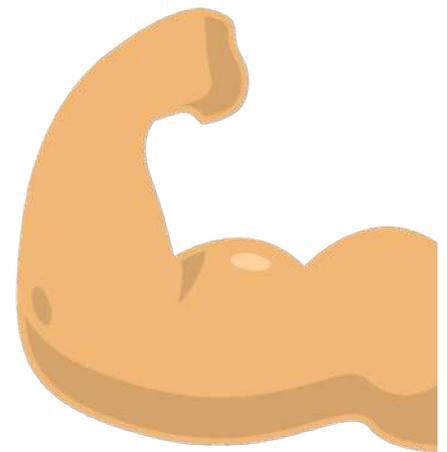
‘How will people find this website?’

If you don't know or are not using adverts and or SEO, then you aren't fuelling your business for growth.



8. PUBLISH POWER PAGE CONTENT

**YOU NEED
TO HELP
YOUR
CUSTOMERS
MOVE CLOSER TO
THEIR GOALS**



Sounds too simple, doesn't it.

Publish content...surely that can't work.

Well it does, you are reading this now, and that is proof that content works.

The thing is, most people only publish content that is news about them.

This is the equivalent of chatting to someone, and all they talk about is themselves.

The 'me, me, me, me, me' approach doesn't work with people, and it doesn't work with online sales either.

So what should you do?

You need to publish what is known as 'Power Pages'.

These are in-depth content pieces of 1000 to 3000 words that help your customers to move closer to their goals in life.

When I first started in business, I had nothing.

I wasn't ranked online; I had no reputation and no qualifications, yet a single power page brought in over £30,000 worth of work.

Now, there are several variations of power pages you can use, but here is one you can use to get eyeballs on your business.

The Round-Up.

The roundup works incredibly well because you literally reach out to experts to get their views on a subject, and then you write those views up in an article.

So, for example, let's say you sell furniture, you could reach out to several interior designers and ask them for their tips for new homeowners to create the home of their dreams.

Imagine the title

"50 Interior Design Experts Give Their Best Tips On Making Your First Home Look Amazing On A Low Budget"

Well, this article is going to appeal to anyone who is a first-time buyer and even better the experts who gave you their tips will share the article because they were involved in creating it.

This is, of course, just one example of a power page.

But the first step you need to undertake is to create content your audience would love to read.

Once you do this, you will start to see leads and sales coming through because people will see your business as a specialist.

Claim Your Free 30 Minute Digital Strategy Session Worth £700

These 7 tips all have the power to change your business overnight if deployed, but these are just 7.

At Zoogly Media, we know that every business is different.

Your business is unique, and so are your customers. For this reason, you need bespoke advice to truly maximise your sales online.

And our free digital strategy session will do just that.

Firstly you will be speaking to myself, Andrew Holland.

A digital marketing expert who the former head of digital marketing for Sony said should 'be on the front cover of every marketing magazine in the world.'

Someone who has delivered marketing services and training for banks, Universities, the Chambers of Commerce and businesses as wide ranging as Yoga studios all the way to 8 figure empires.

During our call, I will give you actionable advice that you can use that week to help increase your sales and leads.

Warning:

This strategy call is for people that are serious about increasing their leads and sales online.

We will give you expert information that can generate incredible results, but unless you are willing to spend the time and effort to undertake the advice given, please do not waste our valuable time.

But if you are truly ready to start generating serious income online, then click the button below to claim your free strategy session.

[Book your place now!](#)

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