



PITCH PERFECT CREATIVE

5 Things Your Website Must Have
To Generate Sales

Why Most Websites Don't Generate Sales.

Your customers should go to your website and get the idea about what you offer within five seconds. If it takes them longer, you lose potential clients and sales.

When visitors land on your website's home page, they should be able to answer three important questions in their mind:

- What is your product or service?
- How can it improve their lives?
- How can they buy it?

Most companies waste enormous amounts of money on marketing efforts that get no result. Most of the times the problem is not the product itself. The problem is how we talk about the product.

Remember, people buy products or services because they read words.

The screenshot displays the Amazon.ca product page for the book "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey. The page is structured as follows:

- Header:** Amazon.ca logo, search bar, and navigation links like "Stock up for university".
- Product Title:** "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey (Author).
- Price and Availability:** Paperback CD\$15.62. It is noted as "In Stock" and "Ships from and sold by Amazon.ca".
- Reviews:** 750 customer reviews with a 4.6 out of 5 stars rating. A star distribution chart shows: 5 stars (72%), 4 stars (11%), 3 stars (6%), 2 stars (3%), and 1 star (8%).
- Customer Images:** A section showing a customer image of the book cover.
- Read reviews that mention:** A list of keywords including "seven habits", "highly effective", "stephen covey", "effective people", "win win", "habits of highly", "seek first to understand", "years ago", "end in mind", "common sense", "begin with the end", and "highly recommend".
- Showing 1-8 of 750 reviews:** A review by Justin Ferrari, dated August 20, 2018, with a 5-star rating. The review text reads: "I have just completed the most popular and widely-recognized self-help book ever written. Its impact and cultural relevance is real; even non-readers acknowledge it after a glance at its cover."

#1

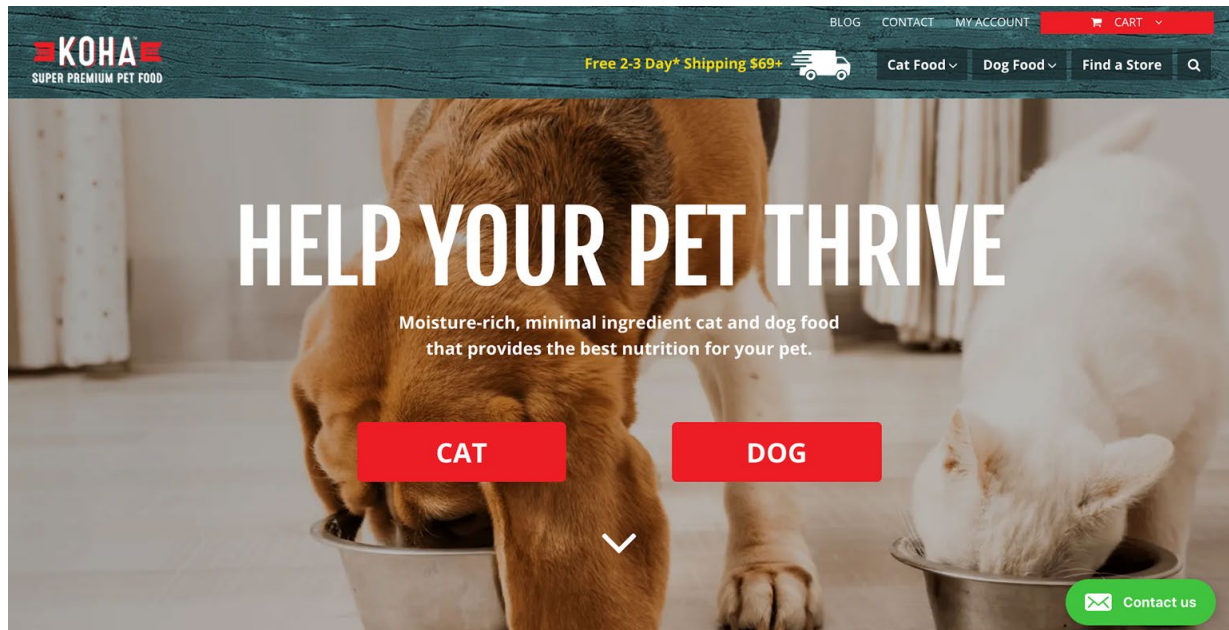
Make An Impression With A Clear Tagline

Examples:

An event to remember

Let us cater your special occasion

Buy an apartment in the heart of downtown



#2

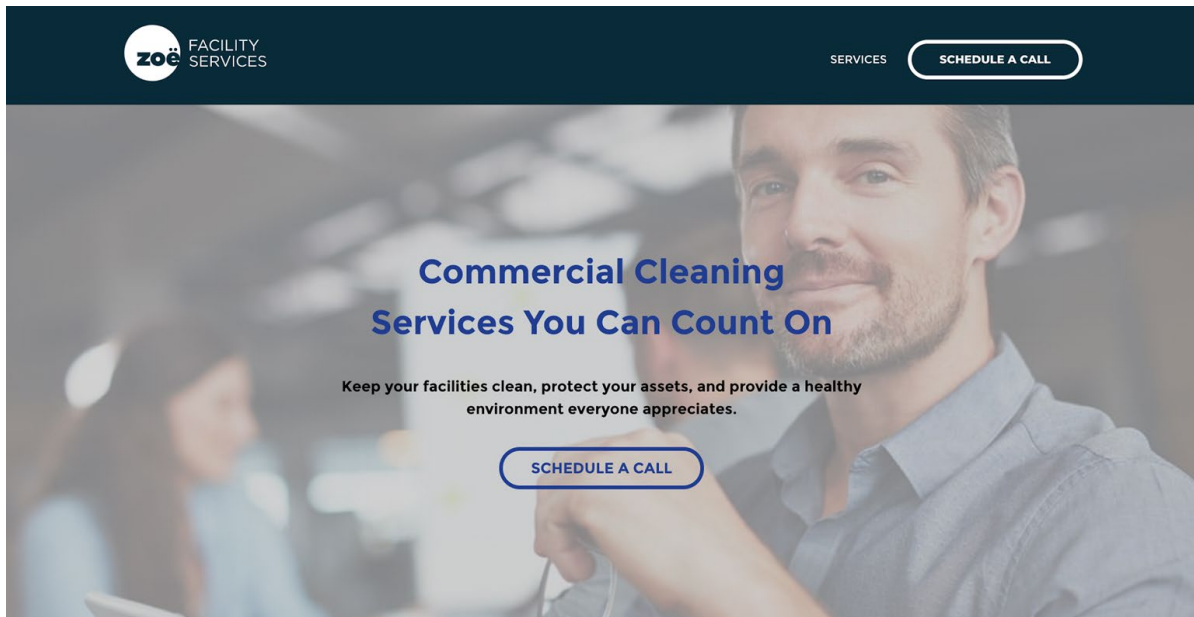
Add A Strong And Concise Call To Action

Examples:

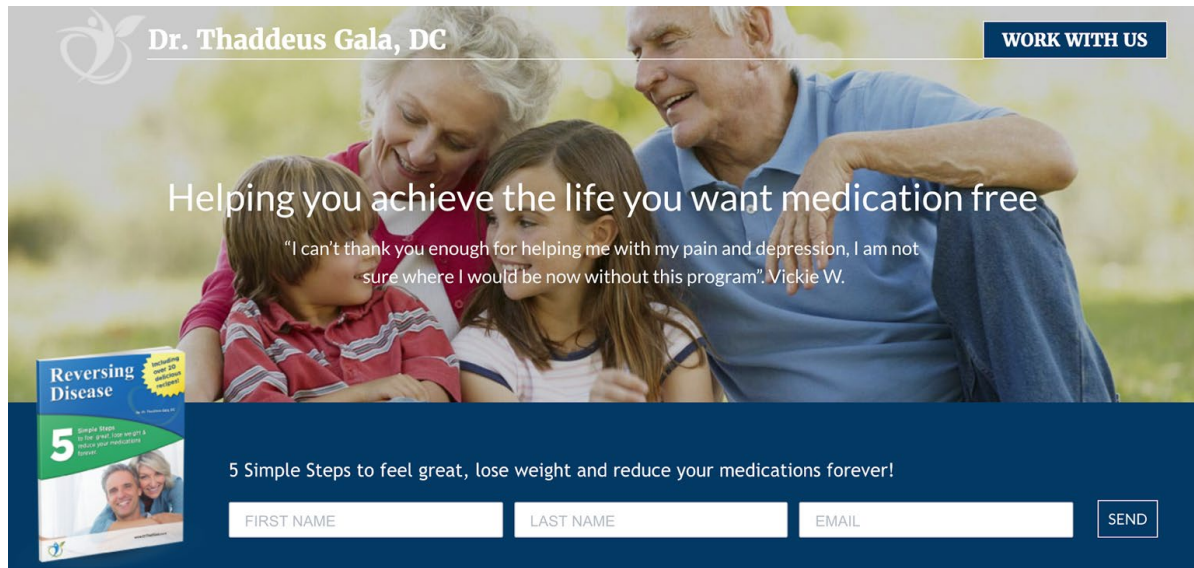
Order Now

Buy Now

Book Now



#3 Show Images Of Happy Customers



A good website is not about your company, but about your visitors or potential clients. You should remember this when choosing images for your website: always keep the customer in mind.

#4

Use Small Bits Of Information To Communicate Your Products And Services

A HOME LOAN EXPERT, AT YOUR SIDE

Feel confident every step of the way.



GATHER DOCUMENTATION

Collect your documentation and prepare for your meeting with a lender.



MEET WITH A LENDER

With paperwork in hand, get pre-qualified for your loan.



SIGN YOUR CONTRACT

Inspect and appraise the house, finalize your loan, and get the keys to your new home!

CALL ME

You may think that people like having many choices of products and services when they visit a website. Yet, this is not exactly the case. As much as your visitors prefer variety, they also don't want to see a long and boring list of services or products on your main page.

#5

Include An Email Capture Form For Your Email Marketing Campaigns



FREE DOWNLOAD

7 Ways a Great Cleaning Company Saves You Time and Money

Enter your email to download this free PDF

DOWNLOAD NOW

Email marketing has proven to be effective in increasing revenues, so this simple form can help your business grow sales exponentially. As a rule, businesses give something out for free once a customer signs up for email communications. It can be a free eBook, a coupon code for the next purchase, or exclusive product access. Regardless, once you have captured the email address of your customer, this is like free advertising for your business.

What is the StoryBrand Framework?

StoryBrand

All successful stories in history since the beginning of times till the current movie blockbusters share something in common: they have 7 elements that when present capture people's attention for a longer period of time.

Have you ever wonder why some movies keeps us engaged throughout the whole movie and others don't? Why we lose interest half way of the movie? It's because they have or don't have present all the 7 plot points on the movie.

StoryBrand is a formula that effectively communicates and explains what our company offers to the world. It is also going to organize your thinking, reduce your marketing effort, eliminate confusion and grow your business.

Story makes music out of noise, noise is the enemy. The brain remembers music and forgets noise.

7 Elements of a Successful Story

1. A character / Hero
2. Has a problem
3. And meets a guide
4. Who gives them a plan
5. And calls them to action
6. That ends in success
7. That helps them avoid failure

Questions?

