

10 Ways Better Writing Can Boost Your Online Business

© 2012 by Roy Rasmussen
<http://hireawriterhere.com/>
royrasmussen@hireawriterhere.com

Contents

Introduction.....	3
Overview of the Online Sales Funnel.....	4
1. More Visitors from More Magnetic Ads	5
2. More Visitors from Compelling Promotional Content.....	6
3. More Visitors from Strategic SEO Vocabulary	7
4. Higher Sales Conversions from Attention-grabbing Headlines.....	8
5. Higher Sales from Motivating Calls to Action	9
6. Higher Sales from Arresting Navigational Headings	10
7. Higher Sales from Inviting Opt-in Offers.....	11
8. Higher Sales from Effective E-mail Follow-ups.....	12
9. Higher Sales from More Persuasive Sales Pages	13
10. More Profit from More Valuable Infoproducts.....	14
Recap	15
For More Information.....	16

Introduction

Welcome to *10 Ways Better Writing Can Boost Your Online Business*. My name is Roy Rasmussen and I'm a freelance writer who helps businesses get more sales. I put this together to share ten ways improving the writing on your site can boost your online sales.

Overview of the Online Sales Funnel

To start with the big picture, let's look at the online sales funnel. Three factors determine your online sales:

1. How many people visit your website
2. What percentage of visits convert into sales
3. How much your visitors spend per average sale

This can be summed up by the formula:

$$V \times \frac{S}{V} \times \frac{\$P}{S} = \$P$$

where V = Visits, $\frac{S}{V}$ = Sales/Visit, and $\frac{P}{S}$ = Profit/Sale

As this chart shows, a small increase in any of these factors will multiply your sales, while an increase in several of them will multiply your sales exponentially:

Visits	Sales/Visit	Profits/Sale	Profit	Profit %
100	1/100	\$20	\$20	100%
200	1/100	\$20	\$40	200%
100	2/100	\$20	\$40	200%
100	1/100	\$40	\$40	200%
200	2/100	\$40	\$160	800%

For example, let's say, using some very small numbers for the sake of example, that your site is currently getting 100 visits per day, and 1 in 100 of these is converting into sales at \$20 a sale. Your daily profit is then \$20.

Now let's try doubling each of the variables in the formula. If we double the number of visits, the number of sales, or the profit per sale, the profit doubles.

But if we double all three variables, we're multiplying two times two times two, which equals two to the third power or eight, and profit goes up to 800% of the original.

This is how a little leverage in the right places can exponentially increase your sales. Now let's talk about ten specific ways better writing can help give you that strategic leverage.

1. More Visitors from More Magnetic Ads

Starting with the first variable in the equation, the number of visits to your site, the first place you can use writing to increase your number of visitors is to make your ads more magnetic.

What makes an ad magnetic? How effectively an ad pulls visitors to your website is determined by over a dozen major variables. Some of these involve the visual design of the ad, but most of them involve the way the ad is written, starting with the headline. Improving the effectiveness of one or more of these key variables can multiply the effectiveness of your ad.

How can this impact your profits? A small business may spend \$1,000 a month on pay-per-click ads, while a medium-sized business may spend \$8,000 a month, and a larger company may spend \$20,000 to \$50,000 a month. Let's say you're spending \$8,000 a month for a return of \$16,000 in sales. What if you could improve your ads so they were returning \$32,000 for that same \$8,000 output? What would that do for your bottom line?

2. More Visitors from Compelling Promotional Content

Another way writing can get more visitors to your website is by distributing compelling promotional content. Promotional content is compelling when it lets your target market know the benefits they will get from visiting your website. It is most compelling when you offer these benefits in the form of a free giveaway, which gives visitors a no-risk reason to come to your site.

Compelling promotional content can take many forms, such as a video, a webinar, a blog post, a free report in PDF format, or a Kindle book. What all these have in common is that they depend on a well-organized presentation, which is another way of saying they depend on good writing or scripting. Good promotional writing is writing that communicates quickly, clearly, and persuasively to your target market the benefits of what your site has to offer.

3. More Visitors from Strategic SEO Vocabulary

A third way writing can attract more visitors to your website is through strategic use of SEO vocabulary. SEO, or search engine optimization, is the art of boosting your site's search engine rankings. Your search engine rankings are determined by a number of variables, including what keywords you select and where you place those keywords on your site and in pages linking to your site. Knowing how to word a phrase to get the right keyword in the right place can be the difference between a page on your site ranking on Page 1 of Google and ranking on Page 30.

4. Higher Sales Conversions from Attention-grabbing Headlines

Once visitors get to your site, the next step is to convert visits into sales. Here again writing can impact your conversion rate in a number of different ways.

One of the first things a visitor sees when they land on a page of your site is the headline. Whether or not your headline grabs their attention may determine whether they decide to leave your site or continue reading. This makes the way the headlines on your site are worded one of the biggest factors in your sales conversion rate. Good headlines should address a need of concern to your visitors, or solve a problem, or offer a benefit, or pique their curiosity, or challenge their beliefs, or give them some other reason to continue reading.

Example of a headline that invites the reader to continue reading: "What's the biggest mistake most homeowners make?" If you're a homeowner, you'll probably want to read on to learn the answer.

5. Higher Sales from Motivating Calls to Action

Another major factor impacting your sales conversion rate is what you tell visitors to do after they visit your website. In sales terminology, this is referred to as the "call to action." Visitors will be motivated to respond to calls to action which are worded to convey a benefit that will result from taking the action.

Example: "Click here to get 10 free tips for reducing arthritis pain."

6. Higher Sales from Arresting Navigational Headings

Some of the most important calls to action on your website are also the most overlooked: the navigational headings you include in your menus, headers, footers, and other navigational features. These headings determine where on your website visitors will go. On many sites, the navigational headings are selected by a web designer with no training in marketing, without consideration for sales impact. For instance, how many sites title their key pages "home" or "about"? What motivation do these kind of words give a visitor for clicking on that page? Nothing very compelling.

If you want a visitor to click on a page, that page's navigational heading should offer visitors information they are seeking, or a solution to a problem, or some other benefit that meets their needs. For instance, an auto insurance website might include a menu tab inviting visitors to get a free quote.

7. Higher Sales from Inviting Opt-in Offers

One of the most important directions your site's navigational structure should point your visitors towards is a form where you can capture their contact information for your mailing list. This is known as an *opt-in* form. Your site's opt-in form is the key to building your online mailing list, which is the lifeblood of any online business.

It is crucial that your opt-in form be worded in way that motivates visitors to want to give you their contact information. An effective way to do this is to offer some free promotional content or other benefit in exchange for their contact information. The wording of your offer should convey the benefit of what you're offering. It should also reassure your visitor that you will not misuse their contact information to spam them or enable others to spam them.

Additionally, to avoid your visitor's junk folder, your opt-in offer should be followed up by clear instructions about what your new mailing list subscriber should do next once after they sign up to ensure they start receiving your e-mail. It won't help if they sign up for your mailing list but never receive your e-mail.

8. Higher Sales from Effective E-mail Follow-ups

Once visitors are on your mailing list, effective e-mail follow-up is the key to online sales success. It's relatively rare to close a sale the first time a visitor lands on your site. More often it can take six, a dozen, or more follow-up e-mails inviting them back to your site before you close a sale. E-mail follow-up is also a key to generating repeat business from existing customers, which is much more cost-efficient than trying to acquire new leads through advertising.

Effective e-mail follow-up depends on effective wording of key components in your e-mail. Your e-mail subject line functions like a headline. The body of your e-mail can contain your call to action. A P.S. is another effective place to insert a call to action. These are just a few of the key places where your wording can make or break the success of your e-mail marketing campaign.

9. Higher Sales from More Persuasive Sales Pages

The purpose of any e-mail marketing campaign is to drive readers towards a sales page, which is where profits are made or lost. Professional direct mail copywriters have identified twelve components to a successful online sales page, including the header, call to action, and other elements. The wording of each of these affects the effectiveness of your sales page. Testing different wordings for each of these components is the secret to maximizing the effectiveness of a sales page. A small change of one element may alter your sales impact by a percentage point or more.

10. More Profit from More Valuable Infoproducts

A final variable affecting your online profits is the amount of profit you make per sale. One way to use writing to increase this amount is to offer information in multiple "*infoproduct*" packages with added value.

For instance, information presented in printed form can be supplemented in video form with scripts and added visual aids for a higher premium. General written or recorded instructions can be supported by group training or one-on-one consultation, which can include more detailed instructional materials in forms such as workbooks, again commanding a higher fee.

Distribution of packaged materials can also be delivered on a periodic schedule for an ongoing fee to generate regular repeat business. This is one of the most efficient ways to sustain consistently growing online profits.

Recap

To recap, we've reviewed ten ways better writing can increase your website's visits, sales conversion rate, and profits, though better:

1. Ads
2. Promotional content
3. SEO vocabulary
4. Headlines
5. Calls to action
6. Navigational headings
7. Opt-in offers
8. E-mail follow-ups
9. Sales pages
10. Infoproducts

Improvements in any one of these areas can translate into more sales. Improvements in multiple areas can multiply your sales exponentially.

For More Information

Thanks for reading! I hope you've found this information helpful and that you put it into practice to improve the profitability of your website. If there's any way I can help you with applying what we've discussed here, please e-mail me with the words "Free Consultation" in your subject line to schedule a free review of your website, a \$150 value. Send your e-mail to:

royrasmussen@hireawriterhere.com