

The Tracy Biller Newsletter

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Is your website persuasive?

By Tracy Biller – producer of the Ultimate Success CDs

[Note: the customer featured in this newsletter gave me permission to feature his story, as long as I don’t use his name or mention his company.]

Dear Network Marketer,

It is a simple four-word question that I asked my customer, and it set off a chain of events that inspired to quickly develop – on his own – a persuasive sales letter, a persuasive voice mail presentation, and a persuasive web site.

The question I asked him was . . . *“Is your web site persuasive?”*

First some background. Back on November 29, one of my customers’s called me to ask for my input on a problem he was facing. He said that during the previous three weeks he averaged making 200 dials per day – Monday through Saturday – and that his “yes ratio” was 37%.

His problem was that he had not signed up a single person during those three weeks. He asked me if I could figure out why nobody was signing up?

“This is an easy fix,” I said. “The first question I have is: How many sales tools are you using?”

“One,” he answered.

“On the Ultimate Success CDs, I present an iron-clad, rock solid, logical and rational reason for using multiple sales tools. Are you aware that I advocate using more than one sales tool, and are you aware of the logic for using more than one sales tool?”

“Yes, I am,” he answered.

“Good. So why are you using just one sales tool? Be honest.”

He paused for a few seconds, then said, “Well, to be honest, I guess you could say I’m lazy. I didn’t want to do the sales letter, or other things you talk about and say we should do. So I decided just to use the website that my company gives me to use. It a replicated site and it’s free.”

“I appreciate your honesty. I want you to consider something – because you’re using just one sales tool – that being a website – you have just one chance and one chance only to persuade the prospect to join you and your company. So what you have to consider is that if the prospect doesn’t go to your website, then you have absolutely no chance of persuading the prospect to join your company. Do you understand this?”

“Yes, I do,” he replied.

“So here’s the dilemma you’re facing because you’re using just one sales tool, in this case, a website: Either the prospect goes to your website, or they don’t. If they don’t go to your website, then you’re screwed. And if they do go to your website and it’s not persuasive, then you’re screwed. So here comes the all important question for you to answer: ‘IS YOUR WEBSITE PERSUASIVE?’”

He didn’t hesitate for a second. “No, it’s not,” he answered.

“And how do you know it’s not persuasive?”

“Because nobody’s signing up!” he answered.

“So now you have a choice to make. Either you keep on using a flawed and ineffective website, or you don’t. If you continue to keep on using it, then you’ll continue to get the same poor results. If you choose to NOT use an ineffective website, then you’re going to have to get to work and create one. Do you understand?”

“Yes, I do. But who do I hire to build me a website?” he asked?

“Years ago you would have had to hire a website builder, and that would have cost you many hundreds and perhaps thousands of dollars. But today there are many great companies that provide website templates. Many of my customers have done just that, they’ve purchased a website template. They look awesome, and they’re very inexpensive.”

“What do I put on it?” he asked.

“My suggestion is that you do those things that are taught on my Ultimate Success CDs. Don’t be lazy. Don’t skip the steps and exercises. Just get to work and do it. Too many lazy people think that it’s going to take a long time to chart some infomercials, to make a list of benefits, to ‘talk’ out their sales letter. Those who actually do those things discover that it takes hardly any time at all. But they have to be done. The reason your company’s website is ineffective is because whoever built it has no clue how to persuade people. That person or persons has no understanding of persuasion. And I’m probably assuming correctly that the person or persons who built your company’s website didn’t start out with a well-written, well-crafted, persuasive and effective sales letter. Instead they ‘pulled the cart before the horse’ and built a website with the emphasis on ‘color’, ‘layout’, and ‘technology’, never once considering that while those things do indeed need to be considered, that those in and of themselves aren’t necessarily persuasive. Hence, the reason for creating the ‘FOUNDATION’ for the creating of the website, and that foundation is the sales letter.”

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I want to remind you that the conversation I had with my customer was on Tuesday, November 29, 2011. Before we hung up I reminded him that the next Prime Recruiting Season began on January 2, 2012. I told him that he needed to get a leads package that comes with a complete marketing consultation on any one of his sales and marketing tools. And I told him that he should bust his butt during the month of December to get his sales tools ready by January 2, 2012.

The very next day, November 30, he ordered a leads package, one that came with a consultation.

A little over two weeks later on Friday, December 16, he emailed me a Word document containing his sales letter. I was very impressed with it, and I told him so. His headline was a bit weak, and several of his sub-headlines weren't persuasive, so those got fixed. There was also a section of his letter that contained way too much detail about the comp plan, so that got changed. He also made the mistake of putting links to other sales tools at the beginning of the sales letter instead of at the end. But all-in-all his sales letter was quite persuasive, and it had a flow to it that made it appear to be personal. He said he made it that way as a result of the recording he made, exactly as taught on the Ultimate Success CDs.

After the consultation he fixed the letter as per my suggestions, and then he went online to find a website template.

He also took his sales letter and “talked through it” to make a 5-minute voice mail presentation. [By “talk-through-it”, he used it as a script, and “talked-out” the parts of it to make it “flow” and “make sense”. This “talking-out” process is how one edits and strengthens the script for the voice mail presentation.]

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Fast forward to the morning of Friday, January 27, 2012. He called me. I could tell by his voice that he was excited about something.

“You ain’t going to believe this!” he said.

“Tell me what I won’t believe!” I said.

“Seven,” he said.

“Seven what?”

“I’ve signed up seven people since January 2. SEVEN PEOPLE IN FOUR WEEKS! And there’s still four days left in this month. That’s five more people than I signed up in all of 2011!” he exclaimed.

“Fantastic! But I want you to understand something; I’m not surprised! You did it the correct way, and you’re to be commended! But understand this fact: you’ll continue to get better at what you do, and signing up seven people, ten people, fifteen people, even twenty people a month will become standard operating procedure for you, just as it is for the Top Earners in the industry.”

“Job well done!” I told him before hanging up.

“JOB WELL DONE!”

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