I’ve Got A Few Hundred Leads But Haven’t Made A Sale Yet…
1.) Check Click Through Rates (CTR)...
Are Your Subscribers Seeing Your Offers?

We know that most of our subscribers see our first offer immediately after joining our list. But how many are seeing your offers after that? If your emails are not making it past the SPAM filters, your chances of making sales greatly diminished. The first place to look is our email open rate and Click Through Rate (CTR).

If we see our open rates are low, that we might suspect a few things...
• Poor Subject Lines
• List is not responsive
• Emails are not being delivered

If you are seeing a low open rate for your emails or people are not clicking on the links, see “My Open Rates Are Low” Checklist.

2.) Who Is Your Target Market?
What Is Their Experience Level?

It’s very important to know your subscriber and understand where they stand regarding their level of interest and experience.

Let’s use golfers for an example. If someone is just learning how to play the game, they will have different needs and interests than someone who’s been playing a while. Starting out, you just want to know how to hit the ball, chip and putt. Once you have the basics down, your interest turns to driving the ball farther, getting rid of a slice or hitting out of the sand trap.

The level of experience determines what products you might want to offer your subscribers.

If your list has already shown an interest or purchased products in this market, they may be more knowledgeable. You don’t want to present beginner level products to people above that stage because it might be perceived as too easy or basic.
In addition, you don’t want to present advanced or expert level offers to someone who is just starting out in a certain niche and overwhelm them with something they might feel is too difficult.

Remember, everyone is trying to get to the next level. Figure out where your subscribers are now and consider only products that will get them to their next desired.

2.) What is the Offer? What’s the Price Point? What’s the Format?

If our open rates are satisfactory and we are getting visitors to our offers, we must then consider whether the product meets the needs of our subscriber. Cold traffic doesn’t usually convert well, but the offer might simply need some additional elements to help it convert better.

When looking for offers, consider...

Have a Video – Landing pages with video usually convert 3 times better than a plain sales letter

Video Sales Letter (VSL) – are videos that just show text while someone reads along with a PowerPoint Presentation converts better than most any other type of sales video.

Look for products that compliment your free gift. Don’t stray too far from the message that got them here in the first place. Try to find products that take them to “the next level”. If you gave away a free PDF, find offers that are in an audio or video format. It may solve the same problem but if it works faster or easier you should see sales increase.
Sending cold traffic to what might be considered an expensive offer can often result in low conversions. Most people aren’t willing to spend 50 or 100 dollars without feeling very comfortable with the seller. Keep in mind, you have very little history with the subscriber at this time and have not yet earned their trust entirely. As you develop your relationship and show value in your content, they will begin to know, like and trust you.

Consider offering a Tripwire product.

**Use Tripwire Offer**

A tripwire offer is usually priced under $10 and is really just designed to turn interested visitors into buyers. It’s such a good offer, the prospect just can’t resist buying, and since the price point is so low, there is very little risk for the customer.

Once the first purchase is made, we know that a new relationship has been formed. They have decided to trust us...now it's just a question of how much.

This strategy is very effective in that we know once someone has made a buying decision, they often become more responsive to making additional purchases. This is a perfect time to introduce upsells, downsells and subscription type offers.

Though the initial sale is small, the overall sales and lifetime value of the customer is greatly increased.
Use Bonuses

One challenge we often find when promoting affiliate products is we have no control over the conversion rate of the sales page. Many sales pages do very little to increase the sense of urgency or scarcity. Your prospect has no reason to take immediate action, and since they can simply bookmark the page and come back later, you will likely lose sales without addressing this issue.

**So how do we do that?**

Consider this tactic…before you drive traffic to an affiliate offer, promise something special to anyone who buys it. This works extremely well with Tripwire offers, but can be used for any product or launch.

Just let your prospects know that after they've made their purchase to forward the receipt to you, and you will happily send them the special bonus. Be sure to let them know the value you place on the bonus. It’s not usually a difficult decision to buy a $10 product when you stand to receive $37 in additional bonuses.

You can easily find great bonuses by searching for Private Label Rights (PLRs) in your niche. In most cases you will find PLRs priced between $3 and $37, but try to find product with higher perceived values. Audios, videos, workbooks and software have a higher perceived value than PDFs.