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7 Top Tips

to Make It Easy for Customers to Buy From You

by Barbara Deckmeyer
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Everyone knows that the lifeblood of any business is traffic – either web traffic or walk-in traffic if you have a brick and mortar location. More visitors equal more sales. Below are 10 ways you can tweak your website with to improve your sales without the need to increase your visitors.

Top Tip #1

Weave your personal touch into your website. Nobody wants to be sold to by a total stranger, but many people will buy what their ‘friends’ recommend to them. If you can convince your audience that you are friendly and have their best interest at heart, they are more likely to purchase your products or services. Remember to speak to an ‘individual’, not an entire audience.

Top Tip #2

Add testimonials and comments from your customers. A good idea would be to publish both good and bad comments; that way prospects will be really convinced that these testimonials are real. When prospects see testimonials on your website, it increases their confidence so as to buy from you, because human beings follow the ‘herd mentality’. When others have purchased from you it you appear authentic, they will jump on the bandwagon as well.

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Top Tip #3

Show visual representations for the problems and solutions that your product offers. Not everyone will read your text from head to toe, but most people will pay attention to images on your website. Before and after images can be far more powerful than a paragraph of text.

Top Tip #4

Offer quality bonuses and 'value adds' to your product or service. When you offer bonuses that complement your product or service, your prospects will feel you're offering a very good deal and they would be silly to miss out on it. Be sure to state the monetary value of your bonuses so that people will be even more compelled to grab your offer.

Top Tip #5

Ask for the sale! Many people entice their prospects with all the benefits of their product, sell to them with stories of how it has solved many problems, even offered killer bonuses but forget to ask for the sale. Provide clear instructions on what to do next - "click the button to buy now!" or "pick up the phone and call", or "send me an email today with your questions".



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Top Tip #6

Make it easy. Convincing your prospects to purchase from you is a hard enough job as it is, but no matter how good you are at it, they won't buy if they find the process cumbersome. If you sell a product online, make sure they can find your order form easily and hassle-free.

If you provide a service, make sure your contact information is prominently displayed on every single page on your site.

Top Tip #7

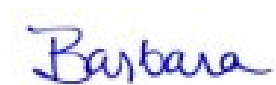
Do you offer multiple payment options? Some people may feel comfortable paying via Paypal, some may only want to pay with their credit card and others might want to pay by check. The more options you offer, the better your chances of covering your prospects' desired payment method. After all, it wouldn't make any sense to sell hard to a prospect only to find that they won't be able to pay you when (and how) they want to.

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I hope you enjoyed this special report and see great results from implementing the tips I've shared. Here's to your irresistible marketing and the amazing new clients you attract!

If you need help with creating or re-designing a website that converts visitors into happy, paying clients, feel free to contact me at Barbara@HighDollarDesigner.com

Warmly,

A handwritten signature in blue ink that reads "Barbara". The signature is written in a cursive, flowing style.

Barbara Deckmeyer

Marketing : Mindset : Design

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Resources

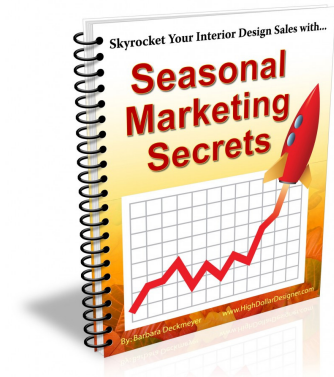
If you would like more information or assistance with any form of social media marketing, please contact High Dollar Designer at 949-342-4564 or by email at Barbara@HighDollarDesigner.com.

If you've enjoyed this report, below are a few of the products and programs you may also be interested in as well. Take a closer look –

[Discover the Proven Seasonal Marketing Methods Big Businesses Use to Attract Customers, Increase Sales, and Improve Profit Margins](#)

When it comes to retail sales, **the holy grail of profits and income is the holiday shopping season.** You've probably attended some of the high-profile sales, been attracted to the glitzy commercials, and been swept away by the emotions and sentimentality of the season. The result of which is a parting of your money from your wallet.

Wouldn't it be nice if **you could use those same strategies in your interior design business?** Imagine eager clients crowding around, calling you and wanting your time and expertise, just like on "Cyber Monday." What would that do to your bottom line? What if you could easily encourage visitors to spend more through strategic seasonal tactics just like the big retailers have done for years?



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Done-for-You Social Media Marketing for Interior Designers



Put Your Social Media Marketing on Autopilot! A 'Done-for-You' service where you can ditch the frustration of trying to learn how to do it all yourself, figure out why it's not working and not have to lift one finger, or waste any more time on Twitter! Yaay! Seriously, what would you rather do? Spend hours learning how to do a specific task? Or spend minutes getting someone else to do it? Stay frustrated over trial and error troubleshooting?

Or stay relaxed while someone else does it? Stare at incomplete projects piling up? Or stare at finished projects piling up (and cash coming in your bank account!)?

The truth is, I bet you'd love to have someone ...

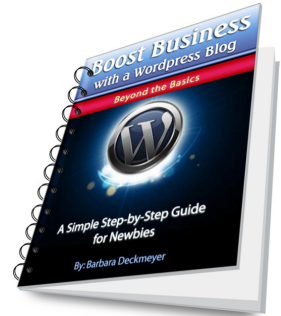
- Setup your blog for you!
- Add content to your blog on a regular basis!
- Write articles for your ezine newsletter and send it out for you!
- Tweet for you!
- Set up your Facebook business page for you!
- Even run 95% of the admin (yuck) side of your business for you!

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[“Boost Business with a WordPress Blog” eBook](#)

A WordPress Interior Design Blog is a fabulous, hard-working sales tool for your business. Use it to generate new leads, showcase your work, land big-budget clients, show off your expertise and much more! Get easy, step-by-step instructions on how to set up your own interior design blog.



Although WordPress is very easy to navigate and use, there are many things you could do to mess things up or make your interior design blog ineffective. A lousy blog is worse than having no blog. Be sure to avoid those pitfalls and get this illustrated e-book today!

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[High-Quality Interior Design Articles](#)

Getting new, big budget clients in the door can be as easy as typing a few words and clicking send. When you use our specially designed email newsletter articles, your clients hear from you in one of the most effective ways available today. Email newsletters! And yet, who has the time, the energy or the desire to sit down and write blog posts 3 times a week, plus write informative and entertaining articles for your ezine newsletter every other week?!



What does it actually COST YOU in time, energy and sales to sit down and try to write your own articles? Take a look at our article packages and order today!!

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Done-for-You Postcard Design



Easy Postcard Marketing for Interior Designers

Get Clients FAST with Done-for-You Postcard Marketing! In this day and age, you can't just sit back and wait for clients to call or come in anymore. Use multiple avenues to get in front of potential clients.

So much advertising has gone online, which is good. However, it's important to repeat your online marketing message through a variety of avenues and stay in front of your clients. Done-for-You Postcard Marketing uses direct mail to get your client's attention. Stand out from the fray, be unique. Send beautiful 4-color postcards in the mail. Bump up your marketing and boost your bottom line with Done-for-You Postcard Marketing!

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About the Author



Having been a successful Interior Designer herself for over 23 years, Barbara Deckmeyer works with Interior Designers, manufacturers and industry partners who are ready to up level their business and take on more clients. Or they are ready for more big-budget clients.

Her clients come from many different industries from landscape architects, mortgage brokers, dentists, churches, interior designers and so many more. The work she does helps her clients generate increased revenue for their businesses.

Known for her creative and passionate approach to marketing, Barbara combines both technology based online marketing (the wave of the future for business), with tried and true offline techniques. Her client's businesses generate more leads and more money as a result. The strategies Barbara recommends and uses herself provide proven, verifiable and easily trackable results.

If you are struggling to generate proven, consistent profits with your marketing, Barbara can help. **Email Barbara@HighDollarDesigner.com or call 949.342.4564 to schedule your FR:EE "Online Marketing Strategy Session" today!**

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