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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

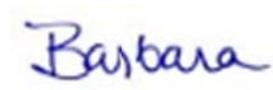
Do you offer multiple payment options? Some people may feel comfortable paying via Paypal, some may only want to pay with their credit card and others might want to pay by check. The more options you offer, the better your chances of covering your prospects' desired payment method. After all, it wouldn't 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".

Barbara Deckmeyer

Marketing : Interior Design : Coaching



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Resources

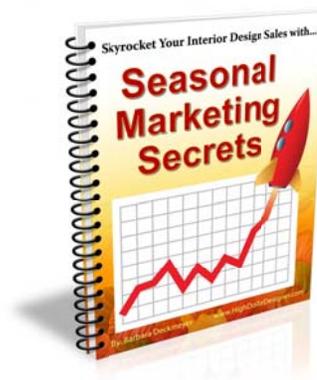
If you would like more information or assistance with any form of social media marketing, please contact High Dollar Designer at 949-342-4564 or by email at Barbara@HighDollarDesigner.com.

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.

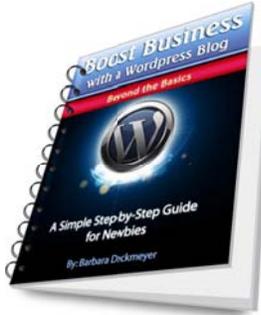
Wouldn't it be nice if **you could use those same strategies in your interior design business?** Imagine eager clients crowding around, calling you and wanting your time and expertise, just like on "Cyber Monday." What would that do to your bottom line? What if you could easily encourage visitors to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



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[“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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About the Author

Interior Designer . Speaker . Marketing Consultant



Barbara Deckmeyer works with interior designers and industry partners ready to generate more clients and more revenue.

Known for her creative and passionate approach to marketing, Barbara combines both technology based, online marketing with tried and true offline techniques. As a result, her clients generate more leads and more profit. The strategies Barbara recommends (and uses herself) create proven, verifiable results.

Send an email to Support@HighDollarDesigner.com to schedule a complimentary "Profit From your Passion" call TODAY and we'll see if it makes sense to work together.

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