



READY TO  
INCREASE  
CONVERSIONS  
& GET MORE  
SALES?

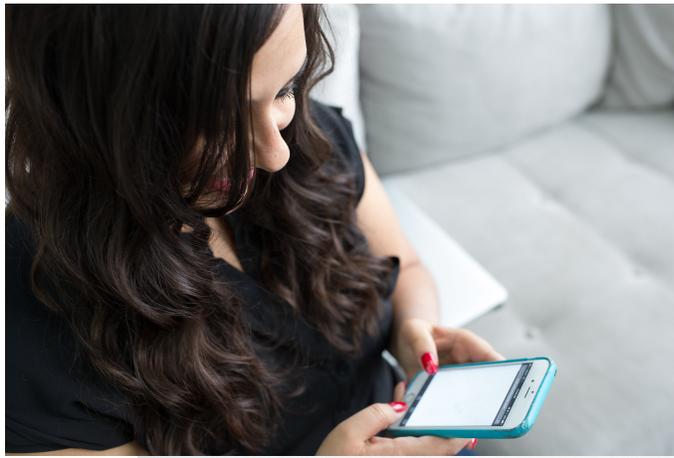
OF COURSE  
YOU ARE.

LET'S DO THIS.

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Learn how you can increase your website conversions with a few simple tweaks.

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**MORE SALES.**

**MORE CONVERSIONS.**

**Selling your products and services online should be easy. Here are some tips that can help you get more conversions on your website.**

**1. Make it crystal clear what you do, who you help, and how you help them do it.**

Think "I create sales pages for influencers that help them make lots of money"

Instead of "I'm a graphic designer who makes the world a more pretty place."

Or "I'm a coach who works with networking marketing pros to help them increase their Instagram presence to get more sales"

Instead of "I'm a coach for network marketers."

If your website has all kinds of fluff, and isn't clear, you most likely won't get the results you want.

## 2. Get testimonials on your website and sales page that help cover potential client objections and show off client results.

Soooo many people use testimonials on their websites and sales pages that don't serve a purpose.

Unless Oprah is giving you a testimonial showing off how cool you are, no one cares if you were on prom court in high school. Put those in your "I am awesome" testimonial file.

There are 3 testimonials below. Two demonstrate the type of testimonial you want on your sales page or website and one is nice, but not going to help paint the picture for your customers about what it's like to work with you.

Which one do you think is the one that isn't the strongest?

Send me a DM on Instagram over at @melissaburkheimer and tell me!

*"Rachel Luna is a force of nature. Get her on your success team before her calendar fills up. I sold out my program after completing Lesson 1 in her course, and it's the best money I've ever invested in myself."*

*"Rachel Luna is the smartest affiliate marketer in the world and I love her shoes."*

*"I was hesitant to invest at first, but I doubled my monthly revenue within 2 months of working with her because I did the work and followed her affiliate marketing strategy."*

Sidenote: Always ask for permission in writing from clients and peers to share testimonials in a promotional manner.

### 3. Pay attention to your user behavior during live promos.

Are you making it easy or hard for people to buy from you?

*MOST PEOPLE CREATE A COURSE AND A LAUNCH PLAN without realizing how many times, during your launch, you will want to learn from your data, traffic, heat maps and more.*

*LAUNCHING is relatively easy, getting the conversion is not. Trust me, I know.*

*Getting that conversion takes...*

- *Patience*
- *Testing a variety of offers*
- *Testing your audiences*
- *Testing calls to action*
- *Testing landing page format*
- *Reviewing your data and making quick improvements*
- *Using copy with design that compliments the marketing strategy*
- *Making sure your pages are accessible and mobile ready*
- *And making sure your potential customers have an awesome experience before they buy from you*

*Fun fact: I sold my first mastermind seat in 2017 with an email list of 30 people.*

*And when I launched it again in 2019, I changed my button text from "APPLY NOW" to "Book a Call" and got 50% more calls booked. Why do you think that happened? Send me a DM on Instagram over at @melissaburkheimer and tell me!*

## 4. Map out your customer journey before your next promotion.

To get started with your own customer journey, I recommend designers create their own customer journey for each of their current services. The way you do this is you just write down all of the steps it takes from original inquiry, to delivering the final project.

To break it down, there's 6 phases in most design projects:

The inquiry phase.

The sales phase.

The onboarding phase.

The first draft phase.

The production phase.

The final phase.

This may look different for every design business. And if you're not a designer, I can give another example. Think about when you want to order flowers. First, you come across an occasion where you want to send someone flowers.

You search for a local florist with bouquets you like.

Choose your bouquet.

Select add ons.

Select the delivery date.

Write the card message.

Enter your information.

Get ready to pay.

And then a box pops up offering you a discount. Score! You make the purchase.

You get an email that your order is confirmed.

Then you get an email when it's being delivered.

And get an email inviting you to leave a review.

Throughout both of these processes, there is a customer journey taking place on the internet.

If any of the web pages we're not mobile ready, had unreadable text, typos, copy that wasn't clear, broken links, or a page that was ugly.

And if emails came with links that didn't work, copy that didn't make sense, or an email was even sent on the wrong day, those factors could prevent sales.

As a part of the team creating this process, it's someone's job to test this entire process before it ever goes live. If something is missing, or a new step in the process can be added to make it easier, or even a step removed, then it will create a better experience for the clients.

## 5. Create an unforgettable, 5-star experience for all of your clients.

I've interviewed over 50 designers for this podcast, and all of them say this one thing; Provide a great experience for your clients. It's one easy way to stand out from the crowd of the many designers out there.

Most designers don't do this, or don't know how because they were never taught in school.

Create clear expectations on both sides of the project. Create a clear timeline. Ask the right questions before you get started. Episode 16 gives you the exact questions I ask in my sales page inquiry form.

Ask for feedback at the end of the project. Send a thank you note and a small gift.

Look for little touches that you can add during the delivery of your offer to always be top of mind!

# 5. Install Google Analytics + Track and Measure Your Promotions

The last thing is how to test and measure - and how to know what do test and measure. This is how you learn when you're going to get more conversions.

The 3 main things I recommend you measure are:

1. Opt in page rate: 20-50% are industry standards that are good.

When I create an opt-in page, I create one, and then duplicate the design and change the text.

2. Open and click rates in your inbox. On every email.

On my email list, I get the most clicks when I give a guide, so I created a new guide to help designers and anyone else who's listening who wants it. You can get access at [thedesigntbusinessshow.com/conversion](http://thedesigntbusinessshow.com/conversion) - no opt-in required.

3. The activity on your sales page, your landing page, and your buy now button.

Simply installing Google Analytics on your page can help you track the behavior. Look for little touches that you can add during the delivery of your offer to always be top of mind!



"The original copy for my sales page was good, but we needed to shift the messaging to better align with what we were selling. When people read the page now, they get it.

Melissa knows how to guide the sales page process ahead based on what people would feel, and her process is pretty slick and awesome."

– Amber McCue,  
Founder of Nice Ops



## CONVERSION DESIGN SCHOOL™

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Conversion Design School™ is my signature program that I've designed (pun-intended) to show designers how to use conversion design to help increase sales throughout the entire sales funnel. The next round launches in January 2020.

We'll cover client attraction, copywriting, sales page design, landing page design, opt-in design, technology integration, customer experience, bonuses, and more!

- ✓ Map out your promotional plan with ease - with the customer journey at the top of your mind.
- ✓ Get the design training you need to use conversion design throughout your sales funnel.
- ✓ Learn how strategic design can create a better experience for your clients.

Ready to join? Send an email to me at [design@melissaburkheimer.com](mailto:design@melissaburkheimer.com) and say "I'm ready to join Conversion Design School™!"

Still have questions? Email me and I'll help you make the best decision for you!