

RELATE AT THE GATE

One strategy for increasing sales on your website

Your website is like a "property" and the homepage is the "gate." When potential buyers, customers, clients show up at your gate, what will make them want to "enter into the property past the gate"? What will make them go from potential customer to customer? Listen to the video and then answer these questions and make sure your answers are on the top of your website.

WHO IS THE PERSON AT YOUR "GATE"?

WHAT'S THEIR CONVERSATION?

WHAT WILL HELP THEM KNOW YOU "GET THEM"?