



# Business Builder

## Tips & Techniques to Help Your Business Grow

### Ten Reasons People Don't Buy From Your Website Part 2

6. **Your Website doesn't look professional.** You have about three seconds to capture a prospect's attention. As info product guru Fred Gleeck says, "a confused mind takes no action." Have your own domain name. Ensure your site is easy to navigate. Graphics should relate to the theme of your site. And they should "attract– NOT distract."
7. **You don't let people read your ad before they get your freebie.** Folks are suspicious. They want to know WHY you're giving them a freebie. When you use free stuff to lure people to your Web site, include it below your ad copy or on another page. If you list the freebie above your ad, they may take it and never even see what you're selling.
8. **You don't attract the largest audience that would buy your product or service.** A poor ad will get you more sales from a targeted audience than great copy to the wrong audience. Don't sell meat to a vegetarian. A simple way to know what your customers want is to survey your existing customers to see what attracted them to buy. This information helps improve your target marketing and advertising.
9. **You don't test and improve your ad copy.** Many people write ad copy and never change it. Test, test and test some more. You have to do this continually to improve your copy to get the highest response rate. Yes, it's more expensive offline to do that, but don't you agree? There's no excuse once your copy goes online.
10. **You don't give people any urgency to buy NOW!** People are inherently lazy and overwhelmed with work, play, the wife and kids, etc. Many potential customers are interested in your product, but they put off buying it until later and eventually forget about you. "Woo" and "court" them. Get them to buy now with a freebie, a discount, "quantities are limited" disclaimer or a deadline. But don't waiver on the deadline– if you do, you'll lose credibility with our customers!

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