

## **Treat Your Visitors Like They Are 4th Graders (in a good way!)**

by Chris Farrell

Life is hectic. People are busy. We all need more time.

It's important you remember this when a visitor hits your site.

When someone clicks to your webpage they are on their own -- there are no sales clerks to guide them through.

If you don't get their attention immediately -- they will be gone (never to return).

It's REALLY important therefore that you remember this -- and it's REALLY important that you make it easy for your visitor when they drop by.

The one and only thing you want - is for your visitor to TAKE SOME SORT OF ACTION. This will either be:

Sign Up To Your List (which I always recommend)

Make A Purchase

But before your visitor does either of the above -- you need to put yourself in your visitor's shoes. Why should he sign up? Why should he buy?

Would you?

A lot of sites make it overly complicated for their visitor. Too many choices -- too many distractions.

Treat your visitor like a 4th Grader.

Tell them -- literally -- what your site has to offer.

Take them by the hand -- and tell them what to do.

I mean it! Spell it out - word for word. I do!

Since adding this message -- I have seen an increase in the amount of visitors that take action and sign up!

This stuff works!

If you can make a video -- great. Tell your visitor what to do.

If you want them to sign up to get your free eBook, literally say '...I want you to sign up to get your free eBook...'

Treat your visitor like a 4th Grader.

Tell them what will happen next. If they are going to be sent an email with a link to the free gift -- TELL THEM!

If you can make the whole 'visiting-your-site' experience as easy and as simple as possible -- you will have achieved what most website owners do not.

And that is a customer that is happy to deal with you.