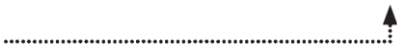
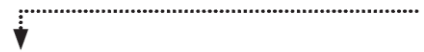


The Ultimate Guide on How to Use the
POWER of Others to Market and Sell for You.

R



request an action



By Greg Jameson
author of "Amazon's Dirty Little Secrets"

Request an Action

This module is about what many in sales consider to be the hardest part – asking for the order. Of course, with a website, it is much easier to ask for the order since we don't experience rejection first hand. If we ask for an order on our website and no one clicks the "Buy Now" button, we may not make the sale, but it isn't personal. I contend that it should be! If you have followed all of the other sales techniques presented in the previous modules and you don't make the sale when asking for the order, you should take it personally. It means you have yet to convince your prospect.

Prior to the Internet, salespeople would sell door to door. Companies like The Fuller Brush Company and Avon would have independent representatives that would visit people in their homes. The sales rep might give you a free product to "get their foot in the door". Then they would give you a sales presentation. Can you image how much better the response would be if someone recommended the product and asked a friend if the salesperson could come over and show them this really cool gadget? That's what getting others to market and sell for you is like, except that instead of telling one or two neighbors, they do this to a large market. And they have essentially pre-sold the customer on your product or service, so that often "requesting an action" is the only thing you have left to do!

There is an old adage in sales training that is abbreviated as ABC – Always Be Closing. This should apply to your Internet sales as well.

Statistics show that if you can get your customer to say “yes” at least eight times through trial closing questions then you will secure a sale! A trial question is one where the prospective buyer agrees with you on a series of smaller points. For example: If you had this online ordering system, wouldn’t it help your resellers be able to place orders when you weren’t available to answer the phone?

Your presentation should include a series of trial closing questions throughout the description and by including other requests for action on your product pages. Not all requests for action need to be to close the sale – perhaps the request is to get others to share your content for you on their social networks. A great way to do this is to use a plugin like “wpLike2Get” where the customer is forced to Like, Tweet, or +1 a page before they can claim the free offer or download you are making available. Another request for action that you could include (and should include with all of your newsletters) is to ask your readers to share with a friend. This can be automated with a plugin like “AF Tell a Friend”. The goal here (as with the rest of this series), is to get others to market and sell for you.

Most website designers will tell you that you shouldn't give your visitor too many options, or they don't know what they are supposed to click on – the extreme example is a squeeze page (a single page website where the only choice is to enter your email address to sign up, or leave the page). Often these type of pages follow the method of multiple trial close questions, which is why they work.

But unlike most websites today that are very clean, Amazon's pages are cluttered. The reason is that they are requesting you to take an action – often multiple actions. Even so, every page has a primary Call to Action (CTA). In Amazon's case, the primary CTA is often a golden colored button, while secondary CTA's are white buttons and other supporting CTA's are text-based links. Your primary CTA must be easily visible. And you should have only one primary CTA visible on a page at any one time. Amazon may have multiple primary CTA's, but if you scroll on the page, there is usually only one primary CTA visible at any one time (the exception to this rule is "Learn More...") – you don't want to confuse the customer on what you want them to do.

Here is a shocking statistic: 70 percent of websites don't reference any notable calls to action on their home pages (other than a phone number and a "contact us" option in the navigation)! By contrast, most of the top 500 eCommerce websites sell products directly on their home page. To have a successful website, you simply must request an action.

Here are some of the types of actions you might request.

Cross-Sell


Once again, Amazon shines here, showing you what other customers purchased when they purchased the item you are looking at. They also show you alternative products that others purchased instead of the item you are looking at. And they will recommend accessories. This is known as cross-selling. For example, if you are looking at a “Kindle” (which just happens to be Amazon’s best-selling product of all time), you might see:



And when you are looking at a product, such as Jana Mashonee’s CD titled “American Indian Christmas”, you will see a number of recommendations,







including “Frequently Bought Together” and “Customers Who Bought This Item Also Bought” (These are usually secondary Calls to Action):

Frequently Bought Together

 **Price for all three: \$45.95**
[Add all three to Cart](#) [Add all three to Wish List](#)
Some of these items ship sooner than the others. [Show details](#)

- This item:** American Indian Christmas ~ Jana Mashonee Audio CD \$18.10
- New Moon Born ~ Jana Mashonee Audio CD \$9.87
- American Indian Story ~ Jana Mashonee Audio CD \$17.98

Customers Who Bought This Item Also Bought Page 1 of 7

 American Indian Story > Jana Mashonee ★★★★★ (15) Audio CD \$17.98 <i>Prime</i>	 New Moon Born > Jana Mashonee ★★★★★ (10) Audio CD \$9.87 <i>Prime</i>	 Native American Flute for Christmas (For ... > Various Artists ★★★★★ (5) Audio CD \$8.37 <i>Prime</i>	 Bitter Tears: Ballads of the American Indian > Johnny Cash ★★★★★ (60) Audio CD \$7.45 <i>Prime</i>	 Floyd Red Crow Westerman - A Tribute To Johnny ... > Floyd Red Crow Westerman... ★★★★★ (13) Audio CD \$12.40 <i>Prime</i>	 Walela > Walela ★★★★★ (95) Audio CD \$14.48 <i>Prime</i>
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Wishlist

Adding an item to a list for future purchasing purposes (and so Amazon can send you email reminders) is referred to as a Wishlist. Recently, Amazon created a feature where you can add an item from ANY website to their Wishlist! This request for an action now extends to not just the Amazon site, but anyone’s website – they really do want you to market and sell for them.



Wish from Any Website: Your Wish List Is Universal

Tell your friends  

Wish Directly from These Sites

Look for the "Add to Amazon Wish List" links on the product detail pages:

[Modcloth](#)

[Art Fire](#)

[20X200](#)

[Rusty Zipper](#)

[Cottage Industrialist](#)

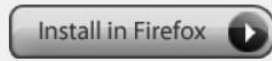
[and more...](#)

> [Integrate "Add to Wish List" links on your website](#)

Keep track of what you want. How to add items from other websites to your Amazon Wish List:

1. Install the **Add to Wish List** Firefox button.
2. Find something you want to remember from another website.
3. Click the Wish List browser button and then **Add to Wish List**.

The Wish List Add-on is free. [See more details about the Firefox Add-on.](#)



Other options:

 [Internet Explorer](#)

 [Safari](#)

 [Google Chrome](#)

 [iPad](#)

Amazon Wish List Bookmark Button

As an alternative to installing an add-on, you can also utilize a Wish List Button that you add to your bookmarks bar. This works for any browser. [Learn more.](#)

Product Reviews

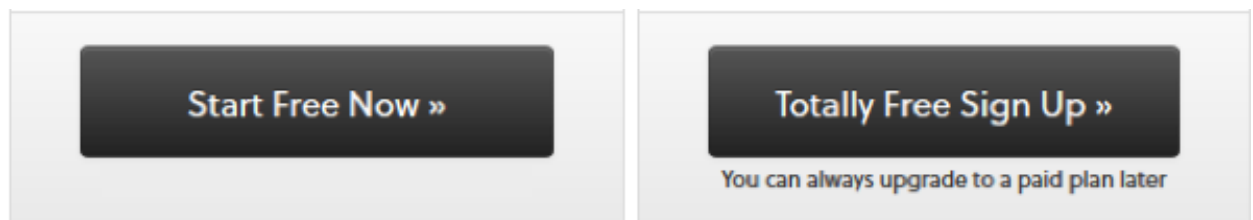
Amazon asks if you own the product and would like to write a review about it. I talked extensively in the module "Win Their Trust" about how this is key to Amazon's Dirty Little Secrets – getting other people to market and sell for them. Product reviews is at the core of this philosophy and Amazon asks you to write reviews, both on its web pages and in follow up emails. You should ask for product reviews – don't just assume that a customer is going to leave you feedback.

Add to Cart

Ask for the order. This might be obvious, but you need to do more than just have an "Add to Cart" button. Just like in-person sales, ask buying questions and lead them down the path towards making a purchase. Experiment with different ways of doing this – instead of an "Add to Cart" button, try changing

it to a “Get it Now” button and see which performs better for you. Every website is different, so you’ll have to test to see which works better for you. Some websites have found that a green “Add to Cart” button drives more conversions than a red “Buy Now” button does, while other websites have seen the opposite effect. “Save \$150” might work even better. The right answer is that you have to test to see which one works for your website. The only way to determine this is to use A/B testing. Amazon tests everything, and the answer they came up with for their website is a gold “Add to Cart” button. The important thing here is not to copy exactly what Amazon uses, but to copy the fact that they tested, tested, and re-tested until they found the answer that worked on their website.

Even more importantly, you need to realize that the button is not the most important thing. Buttons are small stuff, often used for summarizing the call to action. A call to action isn’t supposed to summarize, it’s supposed to get people to act! Consider these buttons:



Which one stands out more? The second one obviously does. Nothing says that a button can only have 2 or 3 words – why not add a second line of text to get people to act?

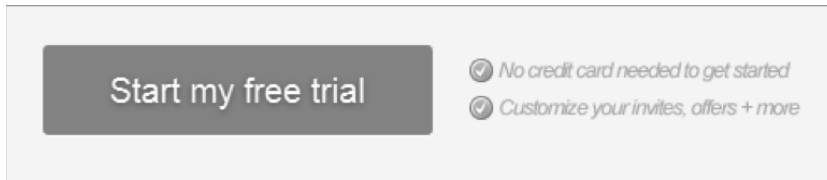
Make it easy for people to decide. Giving them too many options often confuses the customer. While Amazon has cluttered pages with lots of calls to action on every page, the primary call to action stands out and it is clear what they want you to do. Their buttons look like buttons, not a picture or something else. It is clear what action you are supposed to take.

One thing to consider is writing your buttons in the first person. “Start your free trial” does not convert as well as “Start my free trial”.

Just like face-to-face sales, a website has to overcome objections. Some ways to do this are to include associated text around the call to action button. This text in close proximity to the button is considered a relevancy trigger. For example, consider adding the following near the CTA button:

- Testimonials
- Ratings and Reviews
- Guarantees
- Free Shipping
- Payment Options
- Security or Privacy Message
- Risk-minimizing button
- Your value proposition

Here is an example:



Upsell

Vista Print is the king of asking for additional purchases – when you check out they are continually trying to upsell you (often for 5 or 6 pages before you can finally checkout, which is a little annoying). For example, if you purchase 500 business cards, during the checkout you are asked if you want letterhead and business envelopes, based on the same design. Then, even after you have checked out, they give you the opportunity to add additional business cards at a reduced rate if you add them to your order in the next 10 minutes. Brilliant!

Scarcity

One of the areas where Amazon excels is displaying a message like “only 4 left in stock – order soon!” Scarcity, whether real or manufactured helps to close sales. Studies have shown that a product that shows 250 in stock will sell less than the same product that shows only 6 left in stock. It might be human nature, but smaller quantities (or short-time frames), can improve sales.

Speed of Delivery

“Want it by tomorrow?” and “Order in the next 2 hours and get it by Wednesday” are other forms of requesting an action often seen on the Amazon product page. Like scarcity, speed of receiving the product can be used to help a buyer make a purchasing decision.

Checkout

Several of my colleagues believe that the only method of payment you need to accept is credit cards. I disagree. I believe that you should offer multiple payment options – don’t limit the customer as to how they want to give you their money. If they want to use their PayPal funds to pay for a purchase, by all means, include PayPal as a payment option, not just a credit card (Amazon competes with eBay, and therefore they do not accept PayPal as a payment method on their site. You can get around this by using a PayPal debit card.) Perhaps your customers are used to paying with a check (such as big ticket, wholesale items) – if that is the case, let them do it! Don’t turn down their money because it is inconvenient for you – make it easy for them.

While Amazon doesn’t accept PayPal directly (except using a debit card), they do offer multiple payment options including credit cards, gift cards, Amazon Store Cards, and Checking Account (electronic fund transfer or echeck) and even using the points balance from your frequent flyer miles attached to American Express if you don’t want to pay cash. So they do make it easy for the customer to checkout. eBay on the other hand forces you to use a single

payment method – PayPal, which may be one of the reasons why Amazon has been more successful.

Speaking of making it easy for the customer to checkout, Amazon has patented the one-click checkout process, making it incredibly easy to buy things on Amazon without filling out a lot of information if you've ordered with them before. As a business owner, you cannot copy the one-click checkout process without being sued by Amazon, but you can (and should) make your checkout procedures as simple as possible.

Advertising

Ads are another form of requesting an action – with the downside that someone might click on an ad and leave your website. Most small businesses do not put ads for competing products on their websites – but Amazon does! Ask yourself again, “What Would Jeff Do?” Amazon includes display ads on their site, as well as “Product Ads from External Websites”. The reason Amazon does this is that it wants to be the most customer centric company on the web, so they are accommodating giving the customer the information they want. The real reason of course is that Amazon makes money from selling the ads. But the important thing is that if Amazon is doing this, perhaps you should too. There are several ways you can add external ads to your website, but the one most likely to make you money is Google AdSense. If for some reason Google declines your application to allow AdSense ads on your website, you

can look at joining affiliate programs such as those offered through CJ.com or LinkShare.com.

YouTube

I talked about YouTube in the module on “Plenty of Traffic”, but YouTube deserves a mention in the “Request an Action” module as well. Why? Primarily because most YouTube videos ignore this important point. Your videos should include a very specific call to action. Many Internet marketers produce some very creative videos, or they hold a contest and their users produce some creative videos (this is great – getting others to do your marketing for you!) Information about running a contest on YouTube can be found at:

<https://support.google.com/youtube/answer/1100988>

But videos that lack a clear call to action are essentially wasted – you need to tell the viewer what you want them to do next.

Some ways you can request an action with your videos are:

1. Build them into the video

Use both video and the audio script to suggest to the user what they should do next.

2. Use annotations on the video

If you've seen many YouTube videos, you may have noticed text bubbles that pop up over the videos – these are not ads, but simply textual annotations, which can include links to other videos.

3. YouTube Ad Overlays

If you have Google AdWords enabled for your YouTube channel, you can add an Ad Overlay to your videos that will link to anywhere on the web, unlike Annotations. The best part? There is currently no cost for Ad Overlays. You only pay for the views you buy when promoting your video with an AdWords campaign.

4. Video Descriptions

Make sure you include a Request for action in the description of the video, including links to your website or social media.

After the Sale

Focus on getting your customers to return to maximize repeat business. It is important that you are fully aware of how to promote your business to both new and existing customers, as this maximizes your profit per customer. If you keep your customer base happy, they'll return for more, so make sure they can contact you any time by email, because they may need to ask something about a product or purchase. A marketer who responds promptly with customers will make them feel better cared for than one who's only after their money.

Other Requests for Action

Mobile Text Messages – this is a great way to get people to give you their information in exchange for you providing something to them. For example, if you are giving a presentation, tell the audience that they don't need to take notes. Instead they can just text "freenotes" to "1234567" (obviously you would set up your own code and number). You might do this in a store, restaurant, or other place of business as well – put up a sign telling someone to send a text to your specified number and you will send them something in return. There are several services that offer this capability, including:

<https://www.eztexting.com/>

Ask for referrals – put it in the contract: If you provide any type of services, you know that referrals are the lifeblood of your business. So why not put it right into the contract? Add a line or a short paragraph requiring that upon completion of the project, the customer will provide you with two referrals who you may contact.

Use Personalization in the Request an Action phase. If they are logged in or reached you through an email, greet them by name. People love to hear the sound of their name (or see it in print). Whenever possible, if you are requesting an action, use their name. You like it when people do that for you, don't you, <<name>>.

Ask people to help you that can make a difference. Regardless of what you offer, there are often people in your field who can make a significant impact on your business. These people might make great JV partners to help promote your products and services – why not ask them?

Stimulus Questions:

Do I offer products or services for sale directly on my home page?

Do your product descriptions offer a series of trial closing questions throughout the descriptions?

Do I offer cross-sell products?

Are you shipping orders the same day you receive them?

Does it make sense for me to allow ads on my website?

Do my YouTube videos link back to my website?

Does your website remember who your visitors are?

What information is your shopping cart storing to make it easy for customers to place repeat orders with you?

Do you encourage customers to leave product reviews on your website?

Have you personalized your calls to action, such as “Start My Free Trial”?

During checkout, do you offer any upsells?

After the sale is made, what do you do to request additional business from your customers?

Action Item: List all the ways I can request an action on my website (then do it!):

Additional Notes

