

RIGHTCLICK



MARKETING BLUEPRINT

The exact tools and strategies
you need to increase and
automate online sales.





Step #1

Professional Website

I've covered the criteria for displaying your company to a new visitor in a professional way on your website in this [free checklist](#), which needs to happen first to move to the next step.

If you don't already have a professional website, you can set up a free strategy session with us at www.rightclick.us to go over the advantages and investment to take care of it.

There are a few things your team will need to do to leverage your website for maximum exposure and free traffic from the top search engines and directories.



Luckily, this is very straightforward to do, but 90% of businesses online haven't even attempted it & are at a huge disadvantage.

There are six search engines/directories that you need to focus your attention on to ensure that your website shows up correctly.





If you make sure that your business details (location, hours, description, etc.) is consistent on all six, not only will you avoid problems with people finding you, your phone will start ringing with free traffic!

This outline for the search engines is called your **Foundational Footprint**. If you'd like more details on how it works and the investment to have it taken care of for you, [click here](#).

Step #2

Email Capture Focus

People visiting your website will be in different stages of the buying process. Some will be curious, others researching and others will be ready to buy if you can convince them you can solve their problem.

However, most people are going to visit, then leave and never come back.

As a matter of fact the industry standard is 1% conversion which means *if your website is like everyone else's, you're losing 99% of the traffic that comes to your site forever.*

The way to combat this effectively is to focus on giving value up front in exchange for an email address (kind of like this report). :)



If you do this & follow our marketing formula with follow up emails, your visitors will *want to do business with you.*





Remember, if someone comes to your website and doesn't buy or sign up for your free gift, you've missed that relationship opportunity, which can be worth thousands as a lifetime customer.

*One of the strategies you can implement on your website to get **up to 30% more subscribers** is to add a simple exit pop up offer. You can get the software to do this in a few minutes [here](#).*

Step #3

Email Marketing

Now that your site is optimized for free traffic (from your Foundational Footprint) and capturing at least 25% of your visitors emails, you'll need a strategy to leverage those contacts for more sales.

But... if you do it the way most people do, you'll make a lot of potential clients angry and miss out on 90% of your profits.

Luckily, I'm going to share with you exactly how to do it right so your readers will love you and want to buy from you.

First, you'll need the right software to be able to do everything you need.

The best solution is called [Aweber](#). It's the easiest software to use, but also robust enough to do anything that similar software can do for a fraction of the price. (Plans start at only \$19 a month after a free 30 day trial).

Keep in mind, we're not just talking about having visitors get a monthly newsletter, but being intentional with our ongoing marketing.





We're talking about changing your reader's mindset about your business & offer so they'll want to do business with you.

Here's the formula for sending emails that get amazing results...

Step #4

Problem. Solution. Offer.

This applies to videos, blog posts, emails, etc. If your content follows this formula **in this order**, your audience will feel like *you're connecting with them on an intimate level*.



First is the problem.

Going back to what I mentioned earlier about people being in different stages, some of them aren't even aware that there **IS** a problem.

The way to bring this to their attention is by *asking questions* and helping them **see the results** of the problem.





For example, someone may be looking to lose weight for the sake of how they look, but not realize it's a bigger problem.

By revealing potential health issues, lifestyle challenges, relational impacts, etc. they'll come to their own conclusion that *this is a real problem and I need to deal with it ASAP!*

Second is the solution.

Now you're giving them hope by logically making a case for a solution being "out there." This is done with case studies, examples, etc. that focus on the results or impact from finding a solution.

The key here is teasing your reader/listener by sharing that there IS a solution and how satisfying it is to have it *without sharing the details of how to get it... yet.*

Last is your offer.

Now you're pulling back the curtain and revealing how they can get the same results with your specific offer.

It's proven (you already shared case studies, examples, etc.) and it's a safe investment, offer a money back guarantee if it's a product, 100% money back if they don't love it.

If it's a service, 100% money back if you don't deliver what you promised, when you promised it.



If you start with this formula, you can present any offer on any platform & have a great starting point with awesome results.





Step #5

Four Day Sales

Most businesses that collect email addresses never send out offers to their readers.

This is a huge waste of an incredible asset.

We help set up quarterly or monthly sales for our clients that last four days in order to educate people while enticing them to take advantage of the special offer before the deadline.

It's not only extremely effective, we also remove the risk for our clients by guaranteeing results because we've dialed in all the details to *know* that it will produce massive profits.

Here's the big picture...

Day One

Here's a special offer with a big discount or valuable bonus. It's only available by invitation to our current subscribers and it expires in four days. (Here's the problem, solution and offer details.)

Day Two

Did you get my special offer yesterday? Here's a recap of the details.

Day Three

I'd love to get your feedback on my special offer, just hit reply to reach me personally, especially if you have any questions.





Day Four

This is the last day of the sale. Are you still interested in getting the results from our special offer?

Obviously there's details to really move the needle on getting people to take action with this campaign, but now you have the big picture.

One of the keys is to keep from shooting yourself in the foot by following the rules you set in place from step #3 with your email marketing segmentation.

(For example not promoting this offer to people that have already bought it!)

Step #6

Magnetic Marketing

A lot of people think that their customer is 'everyone'. That everyone should/could buy their product and that they would benefit from it.

The truth is, even if you have a product that would appeal to the masses, you still need to focus your message on the people that would benefit the most and repel the people that you know would not be a good fit.

When you do this, you end up with stronger marketing and more targeted ads.





People will read/listen to what you have to say while thinking, *“I was just thinking that. It's like this guy really knows me!”*

That's what you want.

It also attracts clients that you can **genuinely love** working with.

To start, picture an existing client pulling up to your business that everytime you see him/her you think to yourself, “Today's gonna be a good day” because you know that you can help them a ton and that you're going to make a good profit at the same time.

Next focus on what problem or pain you can help them with that will give them the most relief.

That is the offer you need to focus on now.

Step #7

Track & Split Test

This is a big one.

If you have a decent team in place, you can track your results for every dime you spend on ads easily.

You know exactly how many people need to visit your website in order to generate a sale.





You know how much your cart value is per customer (the amount on average people buy the first time they do business with you.)

And you'll know how much your lifetime customer value is.

For example, if you sell a subscription for \$100 per month and people stay with you for a year and a half, then the lifetime value of a customer is \$1,800.

Knowing this frees you up to spend more on your advertising without risking anything since you have a complete system in place.

Split Test Everything

The other side of that coin is to split test everything to see if what you're doing is the best, most profitable way to do it.

Start with these variables for the biggest impact.

Opens, clicks and sales.



Opens = percentage of people that open your emails. If they're low, change your subject line.

Clicks = percentage of people that click the link in your emails to check out your offer. This is the only purpose of your email.





low, start with editing your headline, then your proof (make it abundantly clear that this really works!), then your scarcity (fear of loss).

Now you're cooking!

You know how to present, who to show it to, when to show it, how to tweak it and how to make it massively profitable.



If you found value in this report & would like to implement the steps we laid out sooner vs later, we'd love to talk with you and see if we're a good fit.

Visit us online at www.rightclick.us or call us at 1-888-742-8522 and we'll be happy to answer any questions you have about improving your website and online sales.

Take care,
Mike Cowles. <><





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