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# Conversion Marketing: Convert Website Visitors To Buyers

"This book will help you attract more leads and make more sales online than you ever imagined possible. It unlocks the power of the internet for you."  
—Brian Tracy, speaker and #1 bestselling author, *Eat That Frog* Brian Tracy

## CONVERSION MARKETING

Convert Website Visitors to Buyers



Bryan Heathman

Foreword by Chris Widener  
read by Chaz Allen • unabridged



## Synopsis

Increasing conversion rates on a website represents one of the fastest revenue growth opportunities for marketers and business owners - but few people really understand how to make websites convert. Harness the trade secrets from this acclaimed industry insider, veteran of hundreds of marketing campaigns in the corporate Big Leagues. Discover twenty-four promotional tools to convert visitors into buyers. Six questions to NEVER ask in a marketing campaign. Nine steps to turn your email list into a cash machine. Learn sixteen practical conversion tips for any website. Learn psychological triggers to increase conversion rates using an array of promotional tools. This audiobook contains the secrets to setting up the perfect marketing campaign for your website, from building your audience to closing the sale.

## Book Information

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## Customer Reviews

Reading this book has helped me understand what I've been doing wrong while trying to market my online store. I've been sending out general interest emails to my buyers, when I should've been targeting my ads to a specific audience. There are a lot of other points to this book that will help me grow my business and be successful doing so. I was ready to give up and now I can say that I have a new strategy to follow to lead me to success.

Bryan Heathman reveals secrets to turning visitors into buyers. This book is a must have for website owners. This book can help turn frequent visitors to uncontrollable buyers. The book itself is very

simple and easy to understand, A dimwit like myself understood it. Putting this book into practice gives guaranteed results. I would recommend this book to everybody that aspires to be a businessman and people that own a website.

œMarketing expert Bryan Heathman reveals whatâ™s behind his wizardâ™s curtain. Bryan was one of the early massive online list builder/conversion marketers. He has survived and thrived during all the economic and technological ups and downs since. This book is a must read for anyone looking to massively grow their lists and predictably convert them into recurring revenue. Thanks for sharing your secrets, Bryan!â• - Reed Bilbray, President, Accelerate Media Partners, LLC

This book is great for any rookie to marketing, especially to Internet marketing. The information provided in this book is excellent. Bryan Heathman has used his experience and success to create this book so that you too can enjoy better profits and more conversions on your website. The secrets that the author has shared with us are timeless and versatile so that you can apply them to nearly any market at any time. I have learned so much about conversion marketing from this book. If you are having trouble getting your visitors to turn into customers, Bryan Heathman's book will give you plenty of ideas how to expand your business and increase your sales.

Bryan Heathman has been advising me and selling my audio programs for years. He shares great secrets in his tome. This is a great encapsulation of all that he has helped me with since the beginning, plus all the major shift since the explosion of social media.

Bryan Heathman puts his own twist on some venerable marketing techniques making them relevant for the digital era. I found Conversion Marketing a very enjoyable read. He does an excellent job of describing how to capture online sales--presenting sales-boosting concepts and then providing clear, practical examples. Super simple! I highly recommend it to anyone that wants to make money selling goods or services online. Now...if only I could figure out how to kick back in a tropical locale and receive automated orders like Mr. Heathman! I can almost smell the pina colada and a good cuban cigar!

I purchased this book eager to read what an Internet Conversion Marketing Mogul would have to teach. I run an online retail business and I have been looking for ways to give my website a boost.

There are a lot of books out there on this subject, but many are poorly written and only cover basics. This book is easy to follow and packed with practical information I will be able apply to my business.

As a small business owner, understanding how to successfully market my business on the internet has been confusing and franklyâfrustrating. Combining proven success and marketing principles, Conversion Marketing offers a practical guide to help understand the steps that will enable my company to launch a successful internet a marketing campaign, drive customers to our website, and use our limited marketing dollars effectively. By clearly identifying the many tools and techniques that are available as resources, I was able to pick and choose those that would have the most impact for my business. I would highly recommend this book to anyone who needs help with planning a promotional marketing campaign to generate a short-term boost in sales revenues.

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