

3 Deadly Conversion Assassins

3 Deadly Conversion Assassins: How to Avoid Becoming a Victim

By Dennis Becker and Rachel Rofo

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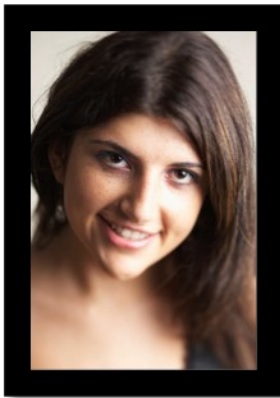
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

We've all done it; had that perfect item in our shopping cart and at the last minute, backed out on the deal. Some products or services make browsers spend more time than usual contemplating their purchase.

What makes them second guess the sale? Why do they stare at the landing page, endlessly sifting through sales copy, reviews, and comparisons, only to walk away empty handed?

Likely, the 3 deadly conversion assassins got the best of them. They were hit, and before they even know what happened, you lose them. Your job is to rid your life of these lethal profit butchers and then watch your conversion rate skyrocket.

Assassin #1: The Wallet Drainer

Remember your first date when you went out to the local diner with your friend for an ice cream sundae? You thought you had done pretty well considering you both ordered water and shared your dessert. Ah, there's nothing like a \$6 date.

But, then on the way out she saw it. That gleaming glass box surrounded by flashing lights and filled with fluffy oh-so-soft toys. You figured, "what the heck," and attempted to impress her with your mad animal-catching skills.

Two bruised fists and \$40 later you walk out with a tiny 5 cent bear. She's happy, but now you can't afford to take her out again for at least another month.

Assassin #2: The Lampooner

After losing a weeks pay to a toy box, you decided to call into that radio show giving away free baseball tickets. You spend hours of dialing back in, and are finally the 99th caller. Justice prevails! You can take her out again, and this time for free.

When you arrive to the game, she gets thirsty. Two colas cost you a pretty

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penny. Okay, you can recover from that. You just won't eat for a week.

Then she gets hungry. Really hungry. On the way out she wants something to remember this by and isn't satisfied with your idea of a signed napkin from the hotdog vendor. By the time the night ends, you owe more money to loan sharks than you have saved up for college.

Your brother endlessly teases you for spending 5 hours on the phone in an effort to take your girlfriend out for free. "That's what you get for being a cheap-skate," he mocks.

Assassin #3: The Miser

After being hoodwinked time and again, you become rather mistrusting of a good deal. You believe less of what you read and hear, and become apprehensive every time you are asked to fork over some cash.

Short of duct taping your wallet shut, you second guess every single purchase you make. You can't trust your own judgment and become leery every time a salesperson breathes in your presence.

How to Defeat the Assassins

The wallet drainer, the lampooner, and the miser stalk everyone on some level. However, if you want to make money with marketing your site online, you have to learn to defeat these assassins at their own game.

The fears lie within all of us, including you. The best way for you or anyone else to get over fears is to build trust. And a lot of it, often.

That means every ounce of information needs to be trustworthy. Provide full disclosure to your clients and potential customers.

Your contact information should be authentic. Have photos of yourself and those who work for you displayed in the "About" section or "Contact" section of your site. If you have a large company, at least display photos of the management team.

Register with the Better Business Bureau and exhibit their seal on your site. Also exhibit an anti-hacker seal technology seal with your shopping cart (and actually use anti-hacker technology along with it).

Provide a list of FAQs that honestly answer questions that browsers may

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have about your site and product.

Every ounce of information and energy you put into your online business matters. Your audience has likely sludged through thick mud several times over when it comes to online purchasing. If you show any discrepancy, it will drive them away like a wolf on a sheep farm.

Communication is key, as is wearing your honesty on your sleeve. Be transparent in everything that you post. Every time a new customer avoids the deadly assassins and makes a purchase, you build great trust with your audience. Once they trust you, they will make more purchases, and send more referrals your way.

A great way to find out if you practice complete transparency is to have someone you know but who isn't part of your business organization skim through your site. Ask for honest feedback as though they were blindly search a site online.

How did they feel when searching through your site? Was it trustworthy? Did it offer enough information to make them feel comfortable making a purchase?

You may even want to send them a checklist of the things we talked about in this report. If any elements are missing, make those improvements right away.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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