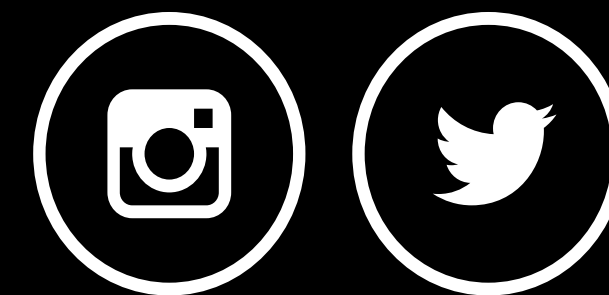




# HOW TO BOOST YOUR WEBSITE CONVERSIONS

CONVERSIONS



@ADUPONT65

New York Times Best-Selling Author

DONALD MILLER

# BUILDING A STORY BRAND



*Clarify Your  
Message So  
Customers  
Will Listen*







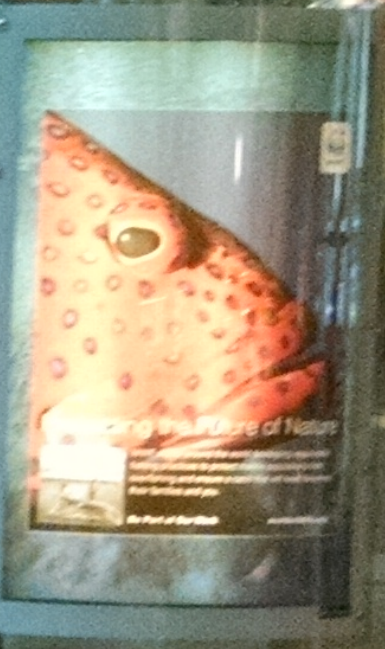
**LEADS**





VON

GET ON  
SWEET  
KICKS  
@ JORDAN'S  
JUST DOWN THE HALL









2 for  $x$ ...

$\frac{3}{4}x = 3$

ult + into

$\frac{3}{4}x$

8

$= 18$

that right? yes!

$4\left(\frac{3}{19}\right) + 3\left(\frac{3}{19}\right) = \frac{228}{19}$

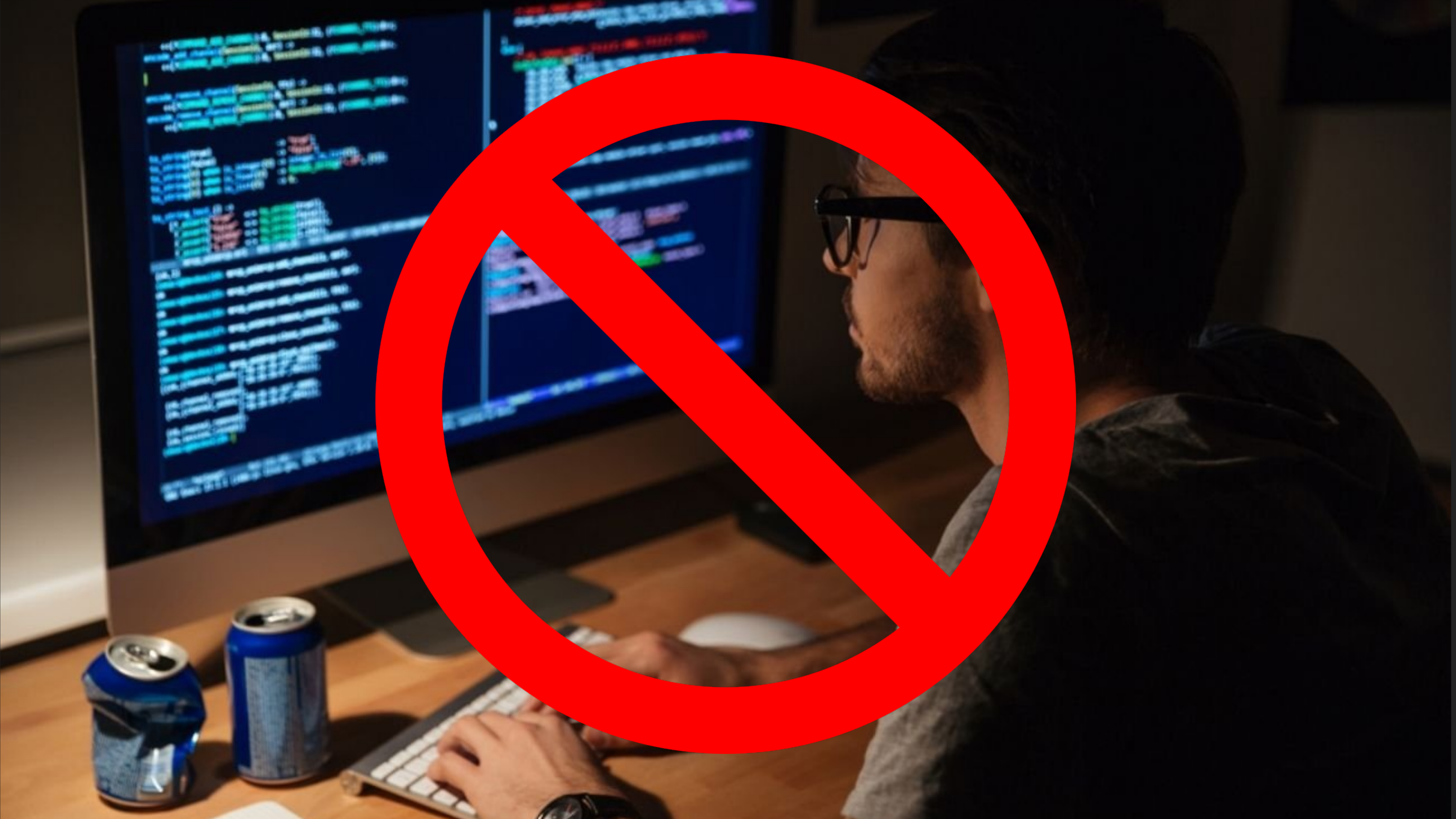












**People buy things  
because the words  
they read gets them  
to take action !**



All ▾

microphone

Q

Stream **Prime Video**

Deliver to ADMINES...  
**WEST PALM...** 33401

- Departments ▾
- Browsing History ▾
- antoine's Amazon.com
- Today's Deals
- Gift Cards
- Registry
- Sell
- Help

EN ▾

Hello, antoine  
**Account & Lists** ▾

Orders

Prime ▾

**Cart**

1-16 of over 100,000 results for **"microphone"**

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- Computer Microphones
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- Computer Audio & Video
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- Recording & Stage Microphones
- Vocal Dynamic Microphones
- Multipurpose Condenser
- Microphones
- See more

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- Pretend Play
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- Toys
- Kids' Karaoke Machine
- Accessories
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✓prime ★★★★★ 1,910



Blue Snowball iCE Condenser Microphone  
✓prime ★★★★★ 3,002

Ad feedback

Showing most relevant results. See all results for [microphone](#).

Best Seller



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**TONOR Professional Studio Condenser Microphone Computer PC Microphone Kit with 3.5mm XLR / Pop Filter / Scissor Arm Stand / Shock Mount for Professional Studio Recording Podcasting Broadcasting, Black**

by Tonor

**\$31<sup>99</sup>** ✓prime  
Get it by **Tomorrow, Mar 14**

★★★★★ ▾ 299



Sponsored ⓘ

**Monoprice 602650 Microphone Isolation Shield**

by Monoprice

**\$64<sup>99</sup>** ~~\$72.32~~ ✓prime  
Get it by **Tomorrow, Mar 14**

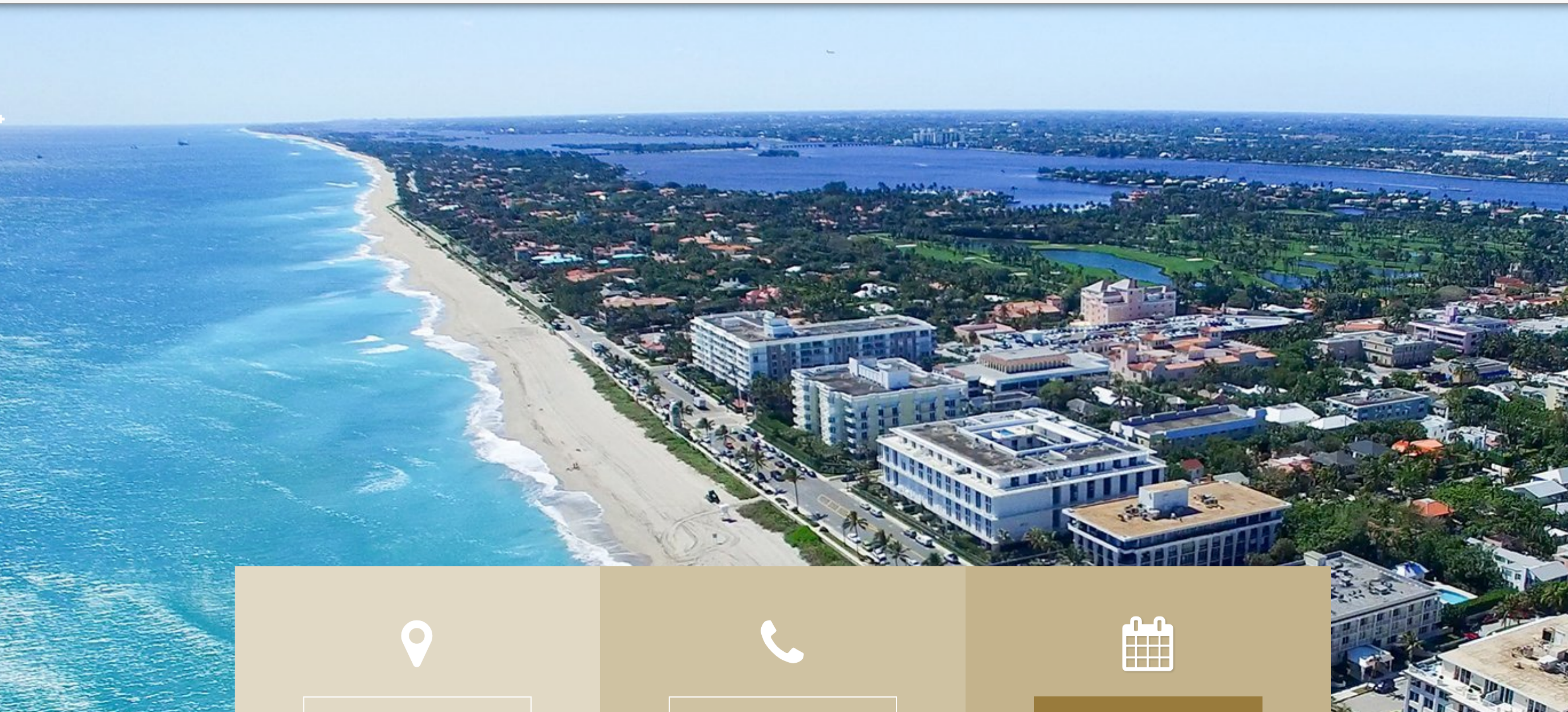
★★★★★ ▾ 338



John S. Ledakis, DDS, PA

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VIEW OUR LOCATION



561-264-2084



REQUEST APPT

**People buy things  
because the words  
they read gets them  
to take action !**

**TWO THINGS**

**1 - THRIVE & SURVIVE**

**2 - CONSERVE CALORIES**

**Is this for me?**

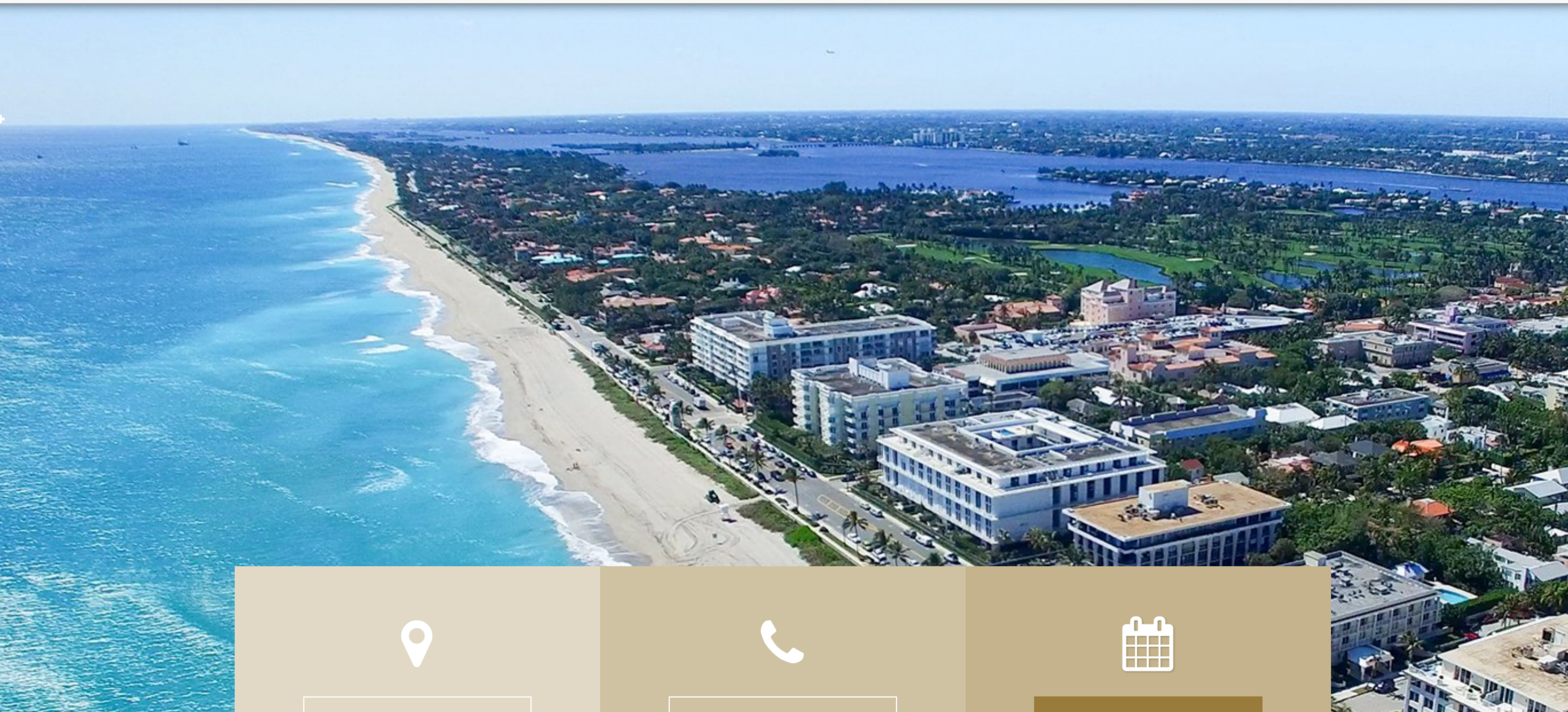
**Can I trust you?**



John S. Ledakis, DDS, PA

Request Appt

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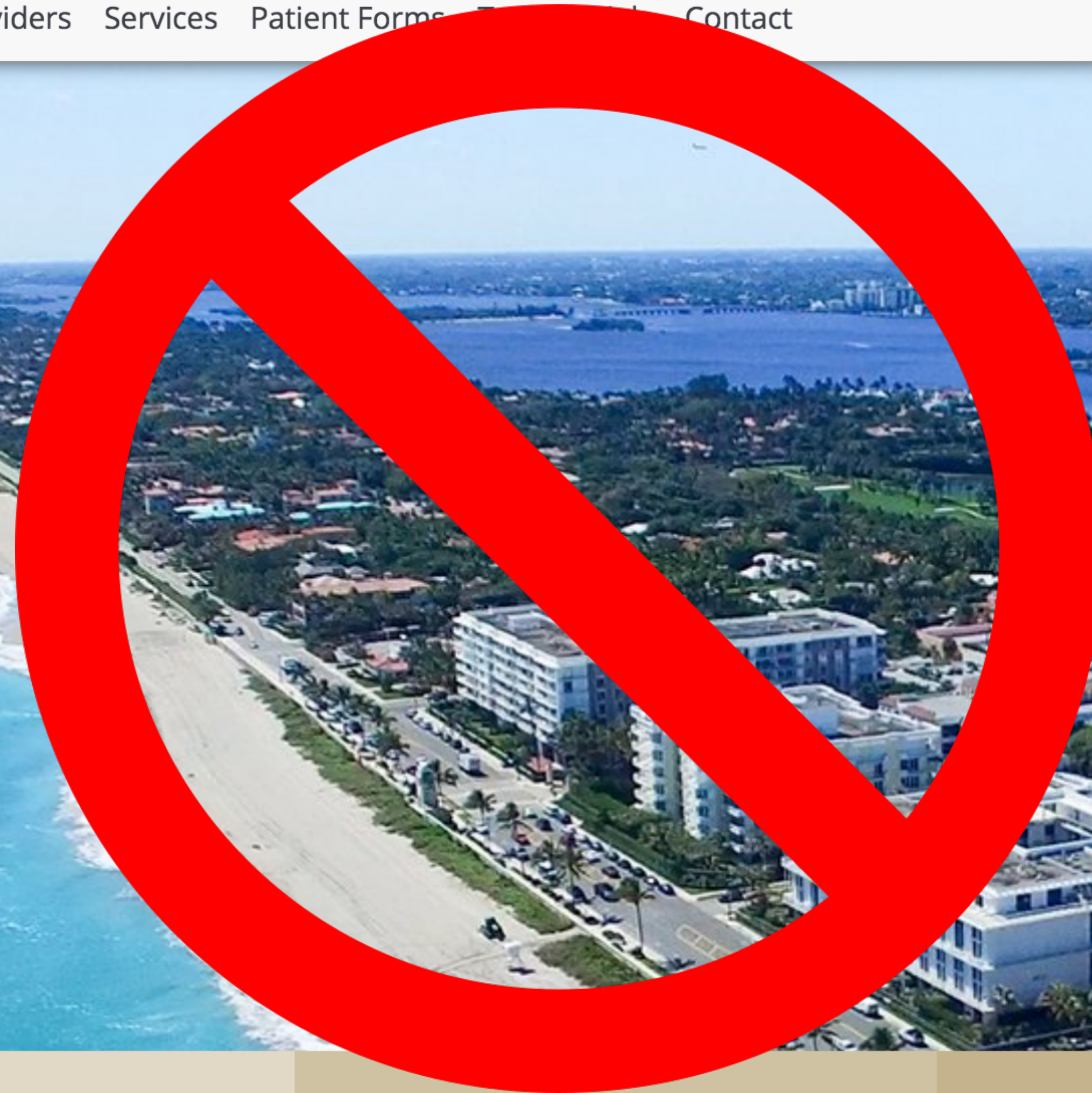
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## **Mission Statement**

The mission of the Board of Pharmacy is to achieve the highest standards in the practice of pharmacy and to promote public health and safety. The Board of Pharmacy will educate and effectively communicate with the profession, the public, the Governor, Legislature, and the Department of Health.

## **Vision Statement**

The Washington State Board of Pharmacy leads in creating a climate for the patient-focused practice of pharmacy.

Pharmacists inform, educate, consult, manage drug therapy and provide products as an integral part of an accessible, quality – based health care system.

As an outcome, the citizens of Washington State:

- Are well informed about medications;
- Take responsibility for their health;
- Utilize pharmacists and other health care providers appropriately; and
- Experience the highest level of health and wellness.

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- Take responsibility for their health;
- Utilize pharmacists and other health care providers appropriately; and
- Experience the highest level of health and wellness.





**3000 messages/day**



**2,599,049,587**

Google searches [today](#)



**2,471,389**

Blog posts written [today](#)



**294,321,208**

Tweets sent [today](#)



**2,733,625,627**

Videos viewed [today](#)  
on YouTube



**31,814,079**

Photos uploaded [today](#)  
on Instagram



**53,371,711**

Tumblr posts [today](#)



**2,258,249,476**

Facebook active users



**719,770,526**

Google+ active users



**348,906,032**

Twitter active users



**242,157,557**

Pinterest active users



**134,871,071**

Skype calls [today](#)



**50,886**

Websites hacked [today](#)



**30 % OF OUR TIME**

**We lose a lot of business  
because we can't  
communicate clearly.**

**The best products  
& services don't win.**

**Services that are**  
**communicated**  
**the clearest will win !**

# 8 Steps



# 1 - TARGET AUDIENCE





**People**

A photograph of a family of four, consisting of a mother, a father, a young girl, and a young boy, all smiling and huddled together. The mother is in the center, with the father to her right. The young girl is on the left, leaning over the mother's shoulder, and the young boy is on the right, leaning over the father's shoulder. They are all wearing casual clothing. The background is dark and out of focus.

**People That Need To Buy Or Sell A House**



**People That Need To Buy Or Sell A House**



**Families, \$100k income, with Young Kids,  
College Educated, First Home,  
FHA Approved, etc**





**2 - WANT?**

**WANT SOMETHING**

**Conversion** starts when  
we **define** what the  
customer **want.**

# **COMMON MISTAKE**

**1-Don't define the want**

**2-Too many want**

# WHAT WE WANT

☐ **MONEY**

☐ **TIME**

☐ **STATUS**

☐ **MEANING**

(Choose One)

**SINGLE FOCUS**

**SIMPLE WORDS**

# 3 - A PROBLEM



**EXTERNAL**  
**INTERNAL**  
**PHILOSOPHICAL**

**EXTERNAL**

**What do they say?**

**INTERNAL**

**How is it making  
them feel?**

**PHILOSOPHICAL**

**It shouldn't be  
like this...**

**THE "CTA" BUTTON**

**is the first step to  
resolving that problem.**

**COMPANIES SELL  
SOLUTIONS TO  
EXTERNAL PROBLEMS**

**PEOPLE BUY**  
**SOLUTIONS TO**  
**INTERNAL PROBLEMS**

**PEOPLE JUSTIFY**  
**BUYING FOR**  
**PHILOSOPHICAL**  
**REASONS**

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# LOGO

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# CDC Certified Divorce Coach

3 levels of coaching created just for you - 8 Years Experience.

**LEARN MORE**

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# You Deserve More For Your Life

If you don't know what to do and are tortured by indecisions,  
you are not alone. Let's Talk.

**Book Your Coaching Session**

A close-up portrait of a middle-aged man with a mustache, looking directly at the camera with a serious expression. He is wearing a dark blue V-neck sweater over a white shirt. The background is blurred, showing warm bokeh lights and a person in the distance.

# 4 - EMPATHY

**PEOPLE DON'T  
CARE ABOUT  
YOUR STORY**

**PEOPLE WANT  
SOMEONE...**

**WITH EMPATHY**

**"I understand how  
you feel"**

**“Nobody should  
have to...”**

**AND AUTHORITY**

**Testimonials, Awards,  
Certifications,  
Memberships, Clients.**

# 5 - A PLAN



**PEOPLE WANT A  
SIMPLE PLAN**

# Robin's Methodology

---

Robin's approach in helping her clients take control of their life



## 1-Initial Assessment

Evaluate the seriousness of your marital troubles



## 2-Discussions & Strategies

Untangling your fears and angst and choosing best plans for a happier life



## 3-Decisions & Resolutions

Create an action plan for a better marriage or a clean divorce

[BOOK ROBIN TODAY](#)

# The Right Tactics In the Right Order

We recommend improving your online marketing in a **specific order**.

**We don't want you to waste money** on expensive monthly SEO, social media and paid search packages just to send traffic to a website that is already under-performing.

**Our step-by-step plan** gets your website, social media accounts and email marketing working together in a way that leads to more sales.

## Our Step-by-step Digital Marketing Plan



### 1. Clarify Your Message

If your brand message is confusing, you're missing out on sales and wasting money on marketing. Our first step is always to help you get this right.



### 2. Fix Your Website

We turn your website into a sales tool designing it with the best practices and principles that maximize sales and develop warm leads for your company.



### 3. Capture Email Addresses

We help you create an effective strategy for collecting email addresses from visitors who are not ready to make an immediate purchase so that you can continue to market to and communicate with them in the future.



### 4. Drive Traffic to Your Site

Once you have the first three steps in place, then you should start thinking about SEO, Google Adwords, Facebook Boosting & Ad Campaigns as ways to drive more traffic to your site.



CALL TO ACTION

# 6-CALL-TO-ACTION

**OBVIOUS & SPECIFIC**

**STRONG & CLEAR**

**LEARN MORE**  
**REQUEST QUOTE**  
**GET STARTED**

**"I have some good stuff  
but I don't want  
to bother you"**

**LEARN MORE  
REQUEST QUOTE  
GET STARTED**



GET A QUOTE

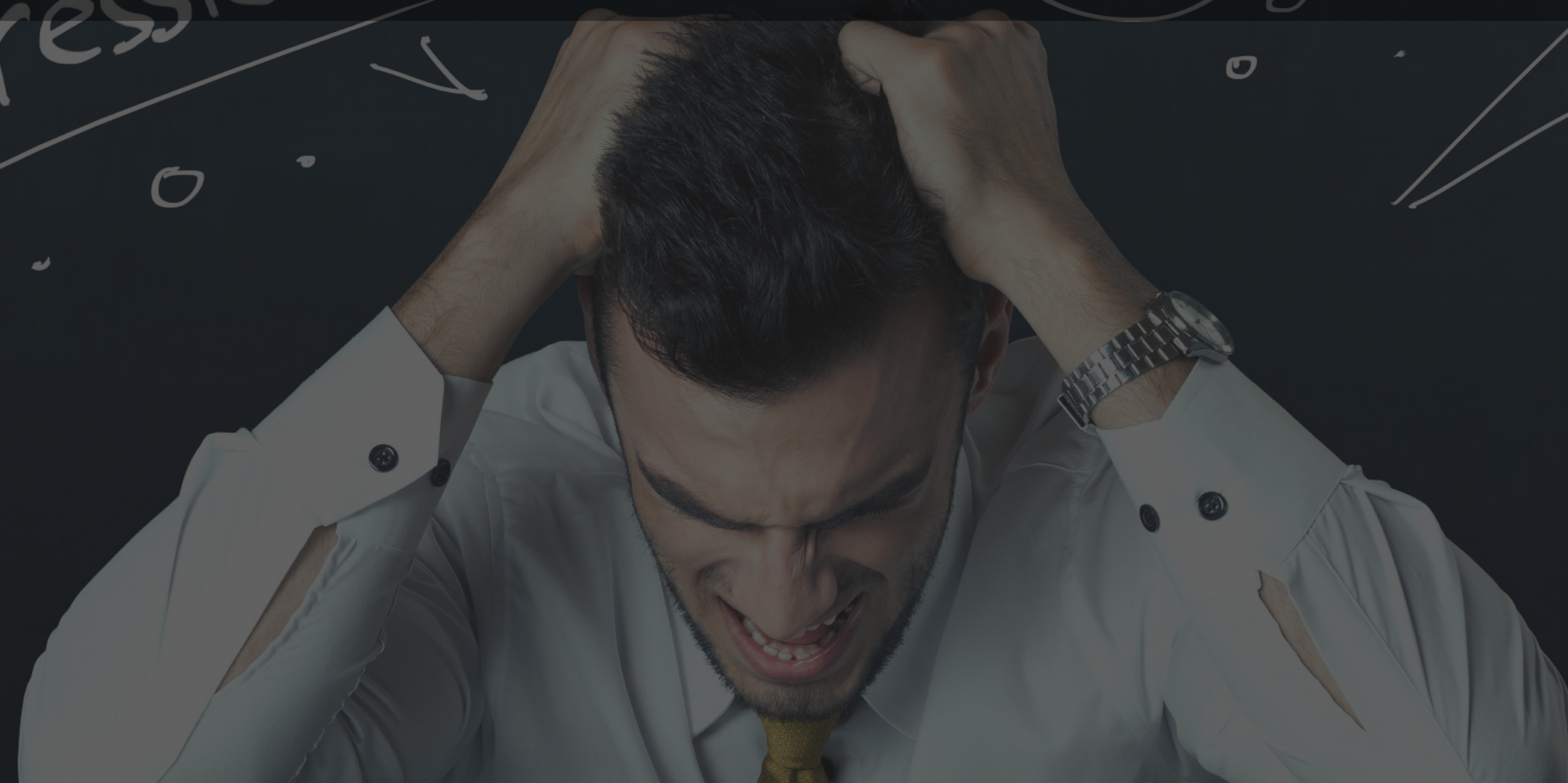
GET YOUR QUOTE



GET YOUR QUOTE TODAY



# 7 - FAILURE



**YOU NEED  
TO RAISE  
THE STAKES**

**WHAT FAILURE**  
**WILL THEY AVOID?**

**FEAR  
OF  
LOSS**

**Meh**

**DESIRE  
FOR  
GAIN**

**BEFORE & AFTER**

**What do they have?**

**What are they feeling?**

**What is their status?**

# UNDERSTANDING THE CHALLENGES

---

Whether you are an educator, parent, or employer, we know you want to see our youth become the next generation of entrepreneurs and business leaders. Having JA in their schools is essential to their success.



## Lack Of Financial Literacy

Personal finance is not mandatory or even offered in some traditional education systems; therefore, young people need the tools to make sound financial decisions once they enter the workforce.



## Student Disengagement

The dropout crisis in America's educational system has a devastating impact on the future health of the economy. Nearly every year, only 70 percent of students complete high school on time and earn a diploma.



## Skills Gap

Graduating students are inadequately prepared to participate in a meaningful way to their community's success because they lack basic skills such as communication, problem-solving and critical thinking.

# Avoid making those mistakes

- ✓ Paying Outrageous Attorneys Fees
- ✓ Premature or Unnecessary Divorce
- ✓ Losing Money and Assets
- ✓ Avoid staying in a loveless marriage
- ✓ Avoid guilt & shame associated with divorce

## Let's Talk



SUBMIT

# 8 - SUCCESS



**YOU MUST DEFINE  
WHAT SUCCESS WILL  
LOOK LIKE**

# SUCCESS

☐ **FINANCIAL**

☐ **EMOTIONAL**

☐ **PHYSICAL**

☐ **SPIRITUAL**

(All that apply)

A young woman with long blonde hair, wearing a blue and red plaid shirt, is smiling warmly at the camera. The background is a softly blurred indoor setting with some framed pictures on a wall.

# IMAGINE YOUR LIFE WITH PEACE OF MIND

IMAGINE HAVING CLARITY AND RELIEF INSTEAD OF BEING CONFUSED AND ANGRY. IMAGINE FEELING OPTIMISTIC ABOUT YOUR FUTURE INSTEAD OF FEELING STUCK IN AN UNHAPPY MARRIAGE. IT'S ALL POSSIBLE. CALL ROBIN TODAY AND GET YOUR LIFE BACK. BOOK YOUR COACHING SESSION TODAY.

LET ROBIN HELP YOU



# The 7 Questions

**What do your  
customers want?  
(3-5 second rule)**



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ABOUT SERVICES RESOURCES CONTACT

# You Deserve More For Your Life

If you don't know what to do and are tortured by indecisions,  
you are not alone. Let's Talk.

**Book Your Coaching Session**

2

**What are your customers  
external, internal and  
philosophical problems?**

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ABOUT SERVICES RESOURCES CONTACT

# You Deserve More For Your Life

If you don't know what to do and are tortured by indecisions,  
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**Book Your Coaching Session**

3

**Are we positioned  
with empathy?**

LOGO

ABOUT SERVICES RESOURCES CONTACT

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**Book Your Coaching Session**

4

**Do we have a simple  
& basic plan to  
win the day?**

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---

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## 3-Decisions & Resolutions

Create an action plan for a better marriage or a clean divorce

[BOOK ROBIN TODAY](#)

5

**Are our calls-to-action  
clear and direct?**

LOGO

ABOUT SERVICES RESOURCES CONTACT

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**Book Your Coaching Session**

6

**Have we helped them  
imagine how we can  
improve their life?**

A young woman with long blonde hair, wearing a blue and red plaid shirt, is smiling warmly at the camera. The background is a softly blurred indoor setting with some framed pictures on a wall.

# IMAGINE YOUR LIFE WITH PEACE OF MIND

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LET ROBIN HELP YOU

**Have we identified the  
consequences we are  
helping them avoid?**

# Avoid making those mistakes

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- ✓ Premature or Unnecessary Divorce
- ✓ Losing Money and Assets
- ✓ Avoid staying in a loveless marriage
- ✓ Avoid guilt & shame associated with divorce

## Let's Talk



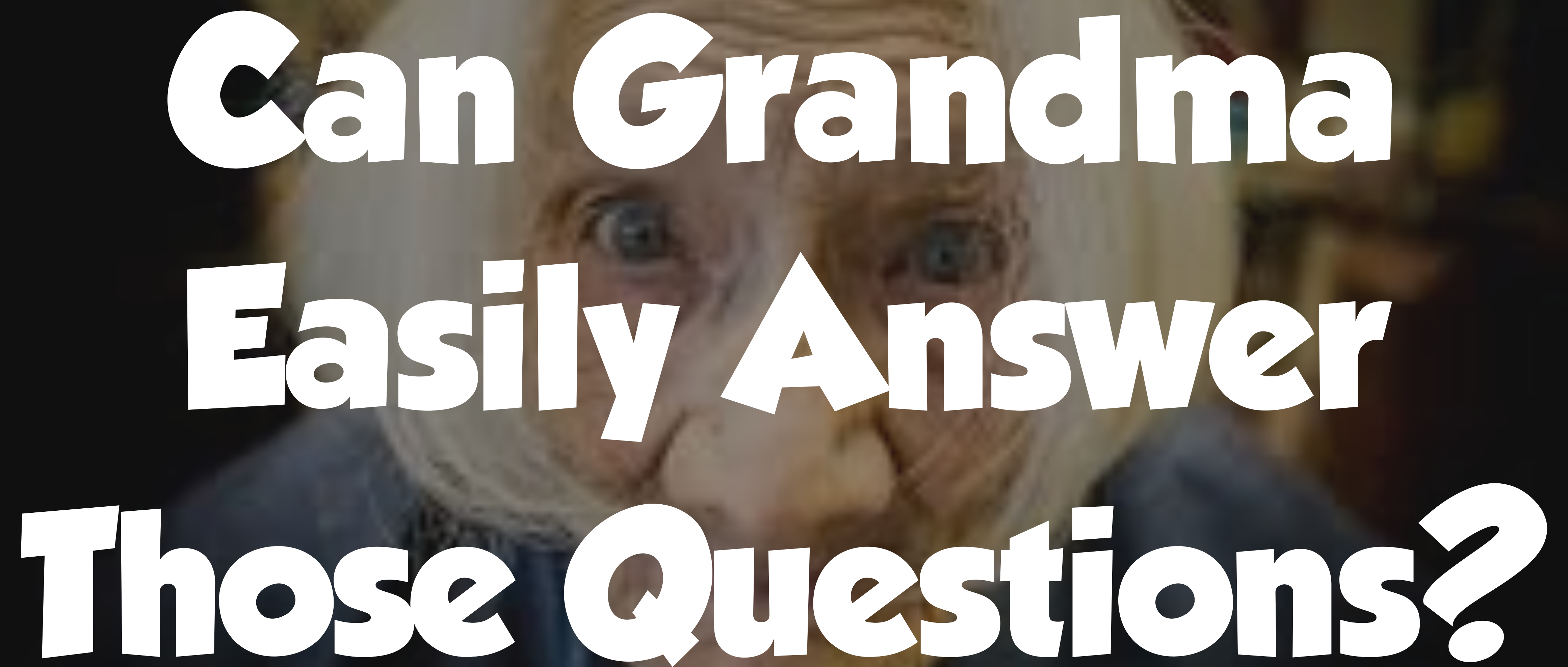
SUBMIT



**it's a messaging  
problem, not a  
design problem !**



# The Grandma Test



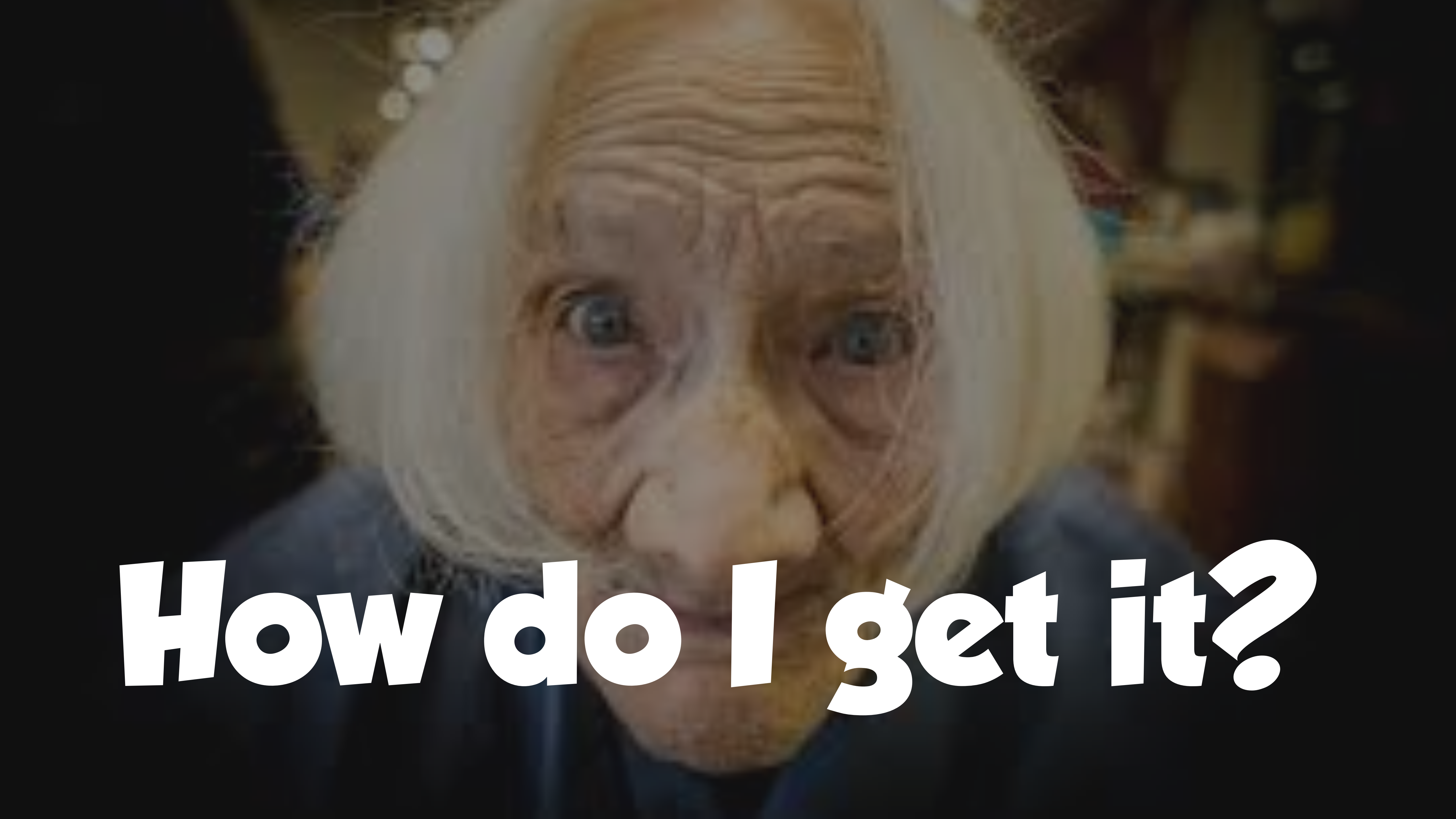
**Can Grandma  
Easily Answer  
Those Questions?**



**What do I get?**



**How does it make  
my life better?**



**How do I get it?**

# 5 KEY ELEMENTS

**1-ABOVE FOLD**

# MAKE TEAMWORK WORK.

GET THINGS DONE FASTER. ELIMINATE THE DRAMA.

[CHECK AVAILABILITY](#)

[LEARN MORE](#)

**HELEN  
OLIVERI**

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Build the skills you need to grow your business.

Start Courses

**CLARITY IS THE  
NEW CREATIVITY**

**2-WIIIFM**

(What's in it for me?)



ONE HUNDRED DOLLARS  
100  
FC 95449155 A  
J. Edgar Hoover  
Secretary of the Treasury

ONE HUNDRED DOLLARS  
100  
19372189 A  
TREASURY

\$10,000  
110741  
\$10,000  
FEDERAL RESERVE NOTE  
HB 24285287 C  
B2  
UNITED STATES • FEDERAL RESERVE SYSTEM  
THIS NOTE IS LEGAL TENDER  
FOR ALL DEBTS, PUBLIC AND PRIVATE  
Anna Escobedo Cabral  
Treasurer  
C3  
THIS NOTE IS NOT  
INTENDED FOR MOTION PICTURE  
Nancy Williams  
Treasurer of the Repository  
G6  
100







**WHAT'S IN IT  
FOR THEM**

**3-EASY PLAN**

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[BOOK ROBIN TODAY](#)

**OVERCOME THE  
RESISTANCE**

# 4-TESTIMONIALS

## SUCCESS STORIES

---



*I saw Liane at a Human Resource Professionals event...She gave practical and real-life suggestions and tips on how to implement. This was a top-notch keynote in every way, from her professional yet personable approach, and her speaking style where she was able to engage the entire room with great examples, stories, research backup, and tips.*

**Winny Linker**

*CEO, Director of Human Resources, YWCA Hamilton*



*Liane supported us in rolling out a methodology for productive communication and conflict to our top 100 leaders in the company. Without a doubt, I fervently recommend Liane to any company seeking to improve their organization's accountability, communication methods and for those seeking a fantastic facilitator for strategic level planning.*

**Chris Burgy**

*VP of Strategy, Shoretel*

**HIGHLIGHT A SUCCESS**  
**OVERCOME RESISTANCE**

**4 Testimonies at most**

**WHAT IS THE MOST  
COMMON RESISTANCE?**

**WILL IT WORK FOR ME?**

**5-FAILURE**



**How much is your unclear message  
costing you?**

**How many customers can't  
hear your offer?**

**How many people are passing up  
your business?**

*You deserve  
to win!*





# STAY IN TOUCH !



[www.AntoineDupont.com](http://www.AntoineDupont.com)



[www.youtube.com/AntoineDupont](http://www.youtube.com/AntoineDupont)



[antoine@katapult.biz](mailto:antoine@katapult.biz)