How to get more leads and sales from your website with Peter Sandeen

with Peter Sandeen · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Marketing messaging consultant Peter Sandeen starts with how target customers view what you offer, not with how you would pick them out of a crowd.

- [ ] Describe your target customers by how they view what you offer, not by how you'd pick them out of a crowd.
- [ ] Find the few things that really motivate customers to buy, and drop the long list of benefits.
- [ ] List the alternatives your customers actually compare you to, including ones that aren't direct competitors.
- [ ] Test your message on an ideal customer: say it in two or three seconds and watch for "tell me more."
- [ ] Check whether the right people click and move forward on your ads; if not, rework the message.
- [ ] Make sure the next step on your website, such as a call, PDF or webinar, matches what makes you stand out.
- [ ] Before paying for a redesign, change your website's content and only fix design that looks broken or contradicts your message.
- [ ] Put all your appointments in one calendar and keep your projects and contacts in one system.
- [ ] Stop doing at least one weekly task that doesn't pay off for your business.

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