

Become A Blogger

Presents:



Thirteen Ways To Get More Sales From Your Blog

By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. And, as usual, I have another exciting episode for you today. In today's episode, Episode 152, I'm going to be talking about *Thirteen Ways to Get more Sales*.

Okay, you're building a business with a blog and you're going to want to sell some stuff. I launched a membership site for my Biology blog a few weeks ago, and now that the launch is over, I need to work on making more sales.

There are a bunch of things that I'm going to be doing to make that a reality.

What I'm going to be doing in this episode is sharing some of those things with you. Of course, you're going to be evolving over time and I'll come back to that and share even more. Some of them, I've already implemented a bunch or still on horizon...that's what I'm going to be talking about today.

I guess the word I was trying to say there is horizon or hori-- Oh man! Now I'm disoriented. I don't even know what I'm trying to say! That's my stuff. Are you going to be a professional podcaster and you don't even know what to say.

Anyhow, you get the point. The rest is coming up. I have stuff that I still need to do. I'm just going to get rid of that word -- horizon from my vocabulary. It's obviously not working out well for me.

So, you know, at the beginning of the month, I launched a membership site for my Biology blog and I called this the Anatomy and Physiology Academy. If this is your first time listening to this podcast, yes, I talk about how to build a business with a blog, how to build one that's going to survive all the mood swings that Google has. Obviously, it has a bunch of mood swings that affect so many people all over the world.

But, the way I do this is not just by writing articles and so on but, I actually go out and I am building a blog. I have been building my Biology blog. I'm a University professor and Biology is my background.

I started a blog in 2010 or 2011, right there at the transition to teach the world Biology and it has grown significantly. One of the things I love to do is to share some of the things that I am doing or basically all the things that I am doing so that, you can not only learn from someone that's talking about the theory of building a blog but, someone that's actually out there and doing it.

And then, I go out there, I do the things and then, I come back and I report my results so that, you can see what works for me and of course, I interview people so you can see what works for them. And, you can start implementing some of these same things in your business and hopefully see the same type of success.

Of course, along the way, there are going to be some failures, there are going to be some successes and I want to share them all.

In the last two episodes, I have been talking about this membership site. The first one was where I did an [Interview with Leah Fisch](#). She has an Organic Chemistry membership site which is kind of in a niche that is tangential to mine and I learned a lot from that.

And then, the second episode that was last week was where I spoke about thirteen things that I had learned from launching the membership site.

Today, what I'm going to be doing is taking stock of where things are and then, talk about the things that I'm going to be doing over time, over the next few weeks and months to increase my sales.

Now, I knew that when I launched this that the hardest work would come after the initial launch and I am 100% okay with that especially if I want to build it to a point where it's replacing my teaching salary specifically by the end of June, I would like this membership site to cover my entire salary.

If you don't know, I'm leaving my job at the end of June. I've put in my notice. They are already looking for someone to replace me and all that stuff, and now, I'm on a journey to build something bigger than I've built in the past, and also something that is making a good income. My blog is making money but, I want it to make more because for some reason, children got to eat [*chuckles*] and your wife needs food and clothing and all that kind of stuff, and shelter.

It's nice to have a place to live. It's nice to have the bills paid. Those are some important things. There's not much I can say about that. You understand.

So, I would love it if this membership site, just this membership site, not everything else that I'm doing, if that can replace my income, even though it's relatively new, I want it to grow to that point.

One of the beautiful things about it is since it's a membership site, it's recurring income. So, you can expect that money, or if you're doing things right, to stay consistent from month to month and hopefully, even increase from month to month.

You got to follow along for the ride but, not just to see what I'm doing and hear what I'm doing but, so you can then go and take action and implement these things on your business.

So, a quick update.

I launched a membership site at the beginning of the month, at the beginning of February, just a few days into February and so far, well, first of all, I launched it at a price of \$27 a month and then, after a few weeks, I think, I increased it to \$47 a month.

Currently, we have 60 members in the Academy and it's at \$472 so far for this month. The entire month has not passed as yet. I'm hoping to break at least to \$500 for the first month and then, continue building from that.

And, you know, as a part of the membership site, I'm doing weekly webinars. I'm getting great feedback from the members that are in, and I am just loving it. I get to interact with a smaller group of individuals and hopefully, that smaller group is going to continue to get larger... Well, not hopefully. That smaller group will continue to get larger and larger and I will continue to get great feedback.

One of the beautiful things I enjoy about this is that I'm literally getting paid to create the content. I was just thinking about this the other day. In a year, I will have so much content that I can take that content and package it in multiple ways and have multiple products as a result of what I've done over the year while being paid to do it.

When I launched Become a Blogger Premium, it was different because I had to spend a lot of time. I spent months and months creating the videos, creating the resources, and putting them together in a specific way. Then, we did the launch.

The launch went extremely well but, I wasn't being paid all along while creating the content.

Because of the way I'm structuring this membership site, I am creating the content every week. Some people might look at it and say, "Oh man! I don't want to be committed to making content every week." But, you know what? I want to be committed right now to making content every week because I have to build something huge. I have to build something significant.

So, I am enjoying this. It's great that I am getting paid while doing it. I didn't have to wait. I thought about the membership site last month. I did the launch this month. So, it's a beautiful thing.

Anyhow, that's kind of a little bit of a background in terms of where we are right now with the Anatomy and Physiology membership site that I launched for my Interactive Biology blog.

How to Get More Sales From Your Blog

So, let's talk about the thirteen things, let's see... Yes, I have thirteen things. Let's go with thing number one.

#1: Give away something for FREE that is High Value.

One way that you can get more sales, whether you're selling a product, a membership site, a service, whatever it is, is to give away something for free that is high value.

Now, up to this point, one of the main income generators for my Biology blog was a Study Guide that I created. That Study Guide is one that I sold on the website, on the blog for \$34.95. I've sold hundreds of copies and I decided that because I want to focus on this membership site, I'm going to take the Study Guide which is very related to the content that we cover in the membership site, and I'm going to give it for free.

That's exactly what I did. Over the last two and a half to three weeks, I just started giving it away and so far, I've had over 1700 people download that and the key thing here is you're building trust. You're building trust equity. People are consuming content from you. It's a very valuable resource. I mean, I priced it at \$34.95 but, this thing is extremely valuable.

I've had so many people use the Study Guide and say it helps them so much more than their \$100 textbook.

So, it's something that I put together that was high value and I'm now giving it away to build that trust, not that I didn't have trust before but, I wanted to give even more.

And since I've started giving it away, I've had so much positive feedback that quite frankly, it's hard to respond to all of the emails that I have been getting. When I first sent it out, I had like 200 emails in response to me giving it away. And, I had to go through each one and respond if it was necessary to respond. And, that was just a pain!

But, I'm putting in all that effort upfront because it's helping me to build trust with my audience. And, if your audience trusts you, they're going to be more likely to buy from you.

So, that's number one, give away something for free that has a high value.

#2: Include links to your product.

This relates directly to number one is, in that thing that you're giving away for free, include links to your product or your service or whatever it is that you are selling, not just links, I'm just saying that because you need to have the link to go to your site or to your sales page but, more like a blurb.

You want to answer the question, "Why should they join? Why should they purchase? What is in it for them? What is the value of them actually saying, "I'm going to take out my credit card or I'm going to log in to my Paypal account and I'm going to send you money in exchange for this thing that you are offering. That is something you definitely want to answer.

By the end of that free resource, whatever it is, you should have dealt with as many objections as you could think of, that they might come up with. So, you really want to give them a reason why this is something that they should purchase, what is the value? What is the benefit for them?

Now, this is something that I am working on right now. I'm giving away the Study Guide, yes. I have links in there to my sales page but, I'm not really selling it well. I have links on page three, I have links on page 61 which is the last page and then, I have links in the footer.

But, on the pages where I talk about the Academy, I really need to deal with these objections and deal with the why giving them a solid reason why this would be a benefit for them. So,

that's something that I am going to be working on and of course, I'm going to be sharing the details of that with you and what the results are.

#3: Have various opt in forms and squeeze pages.

Number three, you want to have various opt in forms and squeeze pages. Now, this is something that I'm just doing now. In the past with everything that I have done, I typically have one squeeze page and I think I send all of the traffic to that one squeeze page.

But, what I started doing now is setting up multiple squeeze pages. I have my main squeeze page. I have a squeeze page for people that come directly from YouTube since YouTube is one of my main traffic generation strategies.

When they come from YouTube, they go to a specific squeeze page that invites them to subscribe to my YouTube channel and also, it invites them to opt in to get my free study guide.

Okay, so that's tailored specifically to the people that are coming from YouTube and I'm having good success with that.

And then, I also have [Facebook squeeze page](#). When you go to my page, there's a tab, I don't know if you call them "tabs" still but, there's a tab that right on Facebook, you can opt in to get my Study Guide. So, that's another squeeze page that I set up specifically for people on Facebook.

Another thing that I'm doing is... sometimes, you have links to your site that may be broken links or someone goes to a page on your site that does not exist. What happens is they get an error page. When they get that error page they usually say, "Hey, you reached a wrong page. Sorry. Go to another one."

But, what I've done is I've set up a n [error page](#) so that, when they reach to that wrong page, it tells them, I'm so sorry but, you've come to the wrong page but, I don't want you to leave empty handed.

I have this extremely valuable resource which is my free Interactive Biology Study Guide that you can get access to. Just click here. And, they click here and they enter their name and email address. That has been working very well.

I'm also working on getting opt in forms on the blog itself so, that's the next thing that I'm doing. Now, you might be wondering how I'm doing all of these. I'm actually using [Lead Pages](#) which is a really nice piece of software that allows you to easily generate landing

pages, squeeze pages, and all that kind of stuff and it tracks your conversions and all that. It just makes it easy.

There are some things about it that I don't like but, there are a bunch of things about it that I love. Since I am the one that is making those pages, I wanted an easy system to do it so, I use that. Let me just share some details.

My YouTube Study Guide opt in page so, people that come from YouTube right now, it's converting at about 39% which is significant. Let's see, my main Study Guide squeeze page is converting at 34%. That's good stuff.

My error page right now is converting at 50%. That means half of the people that make a mistake and go to the wrong page actually end up signing up for my Study Guide. My Facebook Study Guide page is converting at 29% so, you can see it's doing relatively well.

Now, my [sales page](#), it is only converting at 1% so, I'm going to talk about that a little later in terms of things that I can do to make that better.

That's number three, have various opt in forms and squeeze pages that's leading to your free resource that eventually leads to your sales page.

#4: Create a follow up sequence that builds intrigue for your product and sells it.

Now, this is a keyword, this whole intrigue thing. I'm actually working right now with a mentor. You might know him, Gideon Shalwick. He was one of the original guys behind Become a Blogger and he is my mentor right now through this process. I have a mentor, I have a mastermind group, and I'm getting feedback and input from a number of people because I want to build something substantial.

One of the things that he mentioned, and he's having me go through this exercise now, is to create a followup sequence that builds intrigue. So, it's not as if you're just, "Hey, here's this great resource. Sign up now." No, it's not that. You're building intrigue. You're making them a little curious about what's coming next and when the next thing comes, it makes them curious about what's coming next.

In this process, you want to be answering the "Why" question. You want to be answering the who, the what, the how. Who is this for? Why should they care? What is it and why is it of value to them? How will it be delivered? How are they going to benefit from it?

All these things you want to basically be overcoming the objections and then, bring them to a point where there's a now decision. Okay, it is time for you to make a decision. You can decide to purchase it or you can decide not to purchase it.

This is the process that I'm going through and I'm going to share much more about it with you as I build up my followup sequence but, the key thing is it's building intrigue for my product or it will be intrigue for the product, which is the membership site, and it will be selling that product. That's number four.

Number five, a valuable lesson that I have been learning...

#5: Interview people who have actually bought your product and find out why they purchased.

Find out what they are hoping to get from it. Find out what problems they are having and how you can solve it.

This is something that I am starting this week. I already sent out an email to the people that bought and tell them, "Hey, if you would like to have a conversation with me, I would love to talk to you to see how I can provide even more value." They are already paid members but, this is something that I noticed.

When I launched the Anatomy and Physiology Academy, in my mind, I was specifically targeting students that are in Anatomy and Physiology right now in college. But then, when I started doing the live sessions and the Q&A sessions specifically, I started noticing that the questions that they are asking don't sound as if these people are just taking Anatomy and Physiology. They sounded more advanced than that.

It sounded as if some of them were nurses, not sounded as if, I began to figure out that at least one or two of the people that signed up, they are actually nurses that are out there that are practicing and they are trying to figure out some of the things that they are doing and understand the underlying mechanisms.

That's not someone that's just taking Anatomy and Physiology. That's a little more advanced. If these are the people that are actually buying, not the people that are saying, "Hey, what you are doing is great." But, these are the people that are actually buying, you want to find out as much as possible about those people and narrow it down to who they are, what they want, and that can help you then target the right people.

That's the next one we're going to talk about. So, if you already have customers, find out why they are customers because that might be the key to your success going forward, not what you thought originally and I'm kind of excited to see.

I have my first interview tomorrow and then, another one on Thursday and then, another one on Friday and I'll see how many more come in but, I really want to get into their minds and see who they are and what they are struggling with so that, I can target them even better, target others just like them as opposed to the people that I expected would be interested in signing up because, you know what? I remember when I was in college.

When I was in college, I was taking classes like that, I don't know that I would have necessarily paid for a service to help me out. So, interviewing those people is a good step.

#6: Figure out EXACTLY who your target audience is.

Number six, this is exactly an extension of number five, you're interviewing these people and number six, you're figuring out exactly who they are. It is important to narrow it down. Be as specific as possible.

I have what I call the "ideal target person" (I don't call it the customer avatar) which is the same concept as the customer avatar but, I have a writeup of who that person is and I have a strong suspicion that that is going to change after this interview.

Now, this is something that was brought out to me even in my launch. I had someone that contacted me and said, "I was just unclear as to exactly who this is for." I couldn't tell if it was for me, if it was for someone that was just a beginner, if it's someone that's more advanced, can you clarify.

That gave me the idea that, "Hey, maybe I need to be much clearer about who I'm targeting." Okay so, once you figured out exactly who your target audience is, number seven is...

#7: Rework your sales funnel to target more of those kinds of individuals.

Don't target other people. Target the people that are actually buying. I want to kind of briefly go over this concept of the sales funnel. It may be familiar to you. It may not be familiar to you but, when you think about a funnel, when you think about an object that is Y at the top and narrow at the bottom, when I'm taking water from this big container that we have here at home, I'm trying to put it into a little bottle, I use a funnel because I can catch a bunch of water without

making a mess and then, bring it down to this narrow exit where it's going into the smaller container. That's what we mean with a funnel.

You're starting wide at the front. You're casting a wide net. You're getting a bunch of people to sign up and download your free Study Guide or your free resource or your free followup sequence. So, whatever it is, and eventually, you're narrowing it down to a certain percentage, a small subset of those individuals that are actually going to purchase your product. That is the concept of a funnel.

What you want to do is look at that funnel, look your opt in, your squeeze pages, look at your follow up sequence. Look at the free resource that you're giving away and rework that to target the specific type of individual that you narrowed down from doing those interviews of people that are actually buying, not just people that are saying, "Hey, you are so awesome. I love this free stuff that you're giving me."

That's number seven. Let's move on to point number eight.

#8: Leverage popular posts on your blog to drive traffic to your sales page.

Now, if you have posts on your blog, you can go into Google Analytics and you can see which content is popular. Go to content section and you can see the pages that a lot of people are visiting.

Do those posts talk about the content that you cover in your product, in your membership site, in your services?

If so, you can leverage those to drive traffic back to those sales pages. And, this is a process that I'm going to be doing over the next few weeks. I'm going to look at those posts and see how I can rework them in a way that makes it obvious that if you're enjoying this content, you might want to check out my academy because in the academy, we take it to the next level.

You want to bridge that gap for those individuals so, if you have popular posts, or if there are some posts in your blog that are more popular than others, those are the ones you want to start with.

Yes, you can leverage all that might come over a bit too sale-sy. So, look at the ones that are really being effective and try to see how you can bridge that gap so that, more people can be driven to your sales page.

#9: If you're using YouTube, link videos back to your funnel/product.

This applies if you're using YouTube and this is something that I'm doing right now. YouTube is obviously huge for me and that's how I really got my traffic going. That's how I initially got my exposure.

What I did so far with YouTube is I went to YouTube and I looked at my top ten videos. You can just go to your YouTube Analytics, when I saw what those top ten videos were, I just simply focused, went to those top ten videos and I added annotations. In the annotations, what I basically said is, "Click here to get my free Study Guide," or something of that sort, something that make it sound... I should actually look to see what it says but, anyhow, you get the point.

I made sure that it sounded attractive and I knew that if these people are watching these videos, they might be interested in this free Study Guide that I'm giving away, and I just started this a few days ago, and from those ten videos, I can see that 429 people came to my [YouTube Study Guide opt in page](#), and of those 39% subscribed opted in and that's 167 individuals.

That's 167 more individuals that might not have opted in if I didn't include those annotations. That's all that I have done.

I have like 180 videos on there. So, imagine if I go through and do that for all of them, and then I change the link in the description to come to get this free study guide which takes them through that funnel.

Okay so, if this is something that you're going to be doing, if you're using YouTube, start with the most popular videos and then, work your way down. That's exactly what I'm doing and it seems to be working well.

Let's see, number ten, we only have four more...

#10: Create a YouTube video advertising your product / funnel and have that as your recommended video.

I don't know if you've noticed this but, when you go to YouTube and you watch certain videos in the bottom left you'll see in some of them that the channel owner recommends this one particular video. This is something that I'm going to be doing. So, I'm going to be creating a video that is advertising the free Study Guide because I want to get more people checking out the Study Guide and then, in the bottom left of all my videos, I'm going to have that video that

I'm recommending so that, I can drive more traffic to that video, and then, from that drive more traffic to my Study Guide, and from that, drive more traffic from my Study Guide to my sales page. And, a certain percentage of those individuals are going to purchase.

That's number ten. Number eleven, and this is another big project for me over the next few months...

#11: Make your sales copy / video better.

That's the text or on the sales page. Continue to improve on it. As you figure out who your target audience is, as you figure out what's working and what's not working, start making it better.

The way I recommend doing this is by doing split tests. What a split test is or an AB test is when someone comes and they visit this particular page and then this situation, it might be a sales page.

50% of those individuals are going to see one version. The other 50% is going to see another version. What that does is you can test two different styles of pages, you can test headlines, you can test sales videos versus non-sales video. You can test all of these different elements and see what is performing better and then, work on increasing your conversions.

I told you, I told you that terrible number that my conversion rate right now for my sales page is 1%. If I can change my sales copy and make this 2%, that doubles my sales so, I would no longer be at around \$500, I would be at around \$1000. If I can triple that and make it just 3%, that's not a huge number but then, I just tripled my income.

So, by doing this split test, by testing out different copies, different headlines, and videos, and colors, and whatever, you can work on increasing your conversion.

Now, it's much easier to increase conversion than it is to double... I can double one to two percent much easier than doubling my traffic from a thousand visitors to two thousand visitors. Traffic takes a lot of work. Conversion, not as much. It just takes you to being more targeted, being more effective, and having your words do a better job at selling.

So, continue to improve on your sales page. This is something that you can do within Lead Pages. I didn't mention this before and of course, I'm going to include links to all these resources in the show notes but, I do have an affiliate link for Lead Pages. If you go to becomeablogger.com/leadpages, I've been back and forth as to whether I should use this but, it just ended up being so simple.

I'm going to do a full tutorial and review on Lead Pages at some point in the future because there are things that I absolutely love and there are things that I absolutely hate about Lead Pages. I'm going to share all of that with you.

That's number eleven. Two more.

#12: Pay for traffic to your sales page.

This is not something that I recommend that you do in the beginning. What you need to do, in my mind at least, before paying for traffic, there are certain things that you need to have a handle on.

Number one, you need to know what your conversion rates are. So, let me give you a specific example. Let's say, a thousand people visit my page, my sales page, and let's say that 3% of those individuals will purchase.

I'm sorry we're going to do a little bit of Math here, so bear with me, I'm going to make it as easy as possible. Three percent of those people purchase. That is going to be 30 people. If 30 people purchase a product and let's say, that product cost \$33. Then, I will make \$1000 in sales because 30 people and \$33 is pretty much \$1000. Let's just say \$1000 for simplification.

What this means is that every visitor, remember how many visitors I have to my site, to my sales page? A thousand, right. That means, every visitor is worth \$1. Because I have been tracking these details and because I know my conversion is 3% and I know that my price is \$33 for the Math making it easier, I know that I'm going to make a thousand dollars from those thousand people so, each visitor is worth \$1000.

What this then tells me is how much I can spend. I can spend \$0.99 (I wouldn't recommend spending that much if you're making a dollar per person) but, if I spent \$0.99 on a visitor, whether it's via Facebook ads or whatever the case might be then, I'm making a profit.

In order to really effectively drive paid traffic to your site, you need to have a handle on those numbers and that is something that comes with time. Okay, so that's the level of detail that you want to have.

Number thirteen, which is the final tip...

#13: Continue tweaking.

In the last episode, I spoke about tracking and I spoke about the fact that I use the [Google URL builder](#), in this episode, I spoke about Lead Pages and this do a pretty good job at tracking conversions.

I think what I need to do is make a tutorial on using the Google URL builder. I'll do that at some point but, that has given me a better understanding of my numbers because I want to know what is my conversion, what are these visitors worth, and eventually, I'm going to have a very clear picture of what is working.

It is important to track these things. Something that I've done in the past is create a spreadsheet and then, I had my VA go through and keep track of how everything is going, how many opt ins I'm getting, how many sales and how many visitors I'm getting and keeping track of all these details.

The key thing is having it in one place. That is something that I'm going to be doing pretty soon here, creating a spreadsheet for Interactive Biology so that, I can track all of those details in one page, and look at the spreadsheet, and know instantly where I am, how things are going, if what my conversion rates are, what my sales are, and then, based on those, I can continue to make decisions on how to make things better.

Those are the thirteen things.

Recap

Let me recap really quick...

1. Give away something for FREE that is High Value.
2. Include links to your product and a blurb about your product
3. Have Various Opt in Forms and Squeeze Pages, not just one.
4. Create a follow up sequence that builds intrigue for your product and sells it.
5. Interview people who have actually bought your product and find out why they bought it.
6. From those interviews, you want to figure out EXACTLY who your target audience is or at least, who they should be.
7. Rework your sales funnel to target more of those specific kinds of people.
8. Leverage popular posts on your blog to drive traffic to sales page.
9. If you're using Youtube, link videos back to your funnel/product using annotations, the description, and so on.
10. Create a Youtube video advertising your product/funnel or your free resource and have that as your recommended video using the YouTube in video programming in the channel settings.
11. Make your sales copy/video or sales page better.
12. Pay for traffic to your sales page but, only after you have a good idea of what your numbers are.

Outro

Man, that was a whole lot of stuff. I hope you got value from this. I know I got value from this concepts and these are the things that I am going to be working out because you know what? I got to build something that's making damage. When I say, "damage," I mean the good kind of damage-- feeding families, paying bills, and living and all that good jazz..

I hope you got value from that. Hey, if you're enjoying this podcast, I would love it if you would head on to iTunes, becomeablogger.com/itunes. I haven't look in there in a while to see even how many reviews I have but, for those of you that have left reviews, thank you so much. It's great to know that people are finding value in what you're doing.

If you're finding value in what I'm doing here, go ahead and leave that review. Of course, if you want to get started with your blog so that, you can create content, inspire others, and change the world, check out my free videos at freebloggingvideos.com where you get to follow me as I show you exactly, step-by-step. You're looking at my screen and I'm doing these things showing you how I've built my blogs into successful online businesses, how many others have done the same, and how you can do the same.

Freebloggingvideos.com -- it's free, actionable and awesome. That's it for this episode. Until next time, take care and God bless!