

Why Your Website Isn't Working and What To Do About It

Most Businesses are Missing the Key Ingredient to Make Their Website Work for Them...

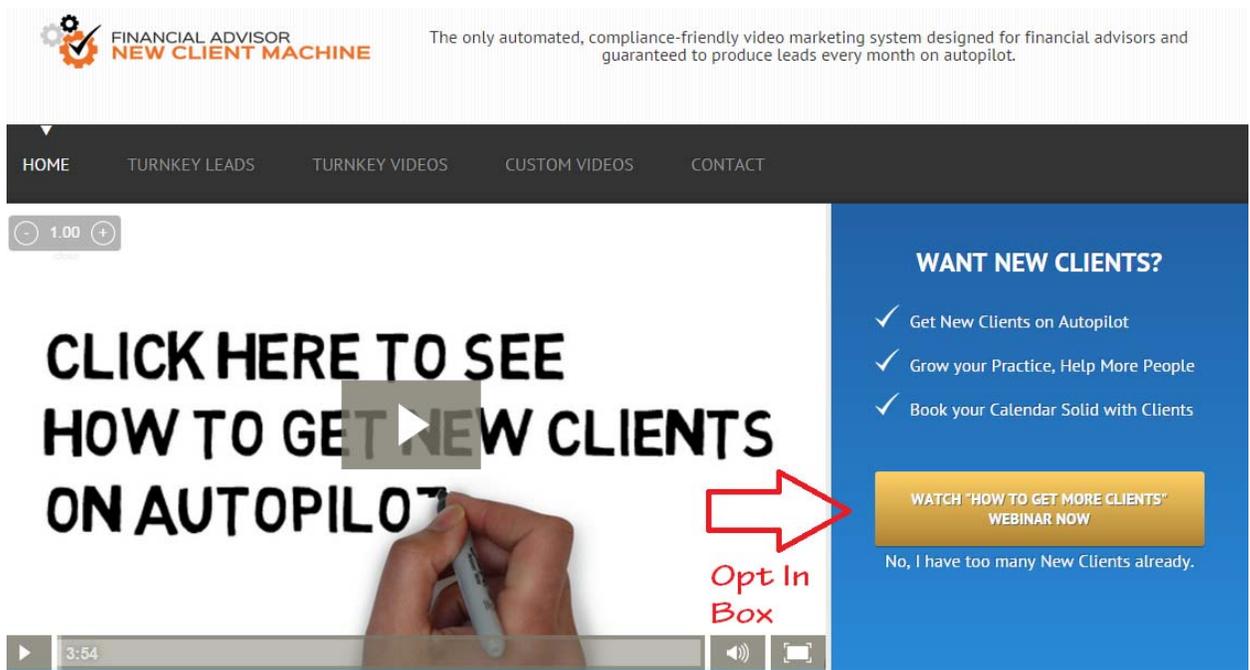
It's simple, really.

Your website cannot be viewed as the equivalent of a brochure.
It must be a 2-way conversation.

When interested prospects visit your website, they must be given an opportunity to raise their hand and say "I'm interested." Then, after they indicate their interest, you must follow up with them. It really is that simple.

Here are 5 simple steps you can take to make your website a 2-way street:

1. The conversation on your website starts when you give your prospects a way to "Opt In" with their email address. Here's an example of an "Opt In box":



The screenshot shows a website layout. At the top left is the logo for "FINANCIAL ADVISOR NEW CLIENT MACHINE" with a tagline: "The only automated, compliance-friendly video marketing system designed for financial advisors and guaranteed to produce leads every month on autopilot." Below the logo is a navigation menu with links for HOME, TURNKEY LEADS, TURNKEY VIDEOS, CUSTOM VIDEOS, and CONTACT. The main content area features a video player with a play button and a hand-drawn text overlay that reads "CLICK HERE TO SEE HOW TO GET NEW CLIENTS ON AUTOPILOT". A red arrow points from the text "Opt In Box" to a yellow button that says "WATCH 'HOW TO GET MORE CLIENTS' WEBINAR NOW". Below the button is a link that says "No, I have too many New Clients already."

2. Always **give your prospect a compelling reason to Opt In**. Be sure to tell them "What's In It For Them" (This is a key marketing principle for all your marketing). In the image above, the compelling reason to opt in is to Get New Clients by watching the webinar. This webinar is called a "**Lead Magnet**". It's an offer that attracts leads like a magnet.
3. After your prospect has opted in with their email, they must be **followed up** with. You can do this with a **phone call** to add a personal touch. Or you can create an **automated series of emails** that will go out every few days after your prospect signs up. Or you can do both. (Both options are included in our Turnkey Leads System at [http://financialadvisornewclientmachine.com/.](http://financialadvisornewclientmachine.com/))
4. Here's a great way to get the benefits of a phone call without all the work. You can offer a link in your email series where your **prospects can book themselves directly into your online calendar** (like a gmail calendar or Outlook calendar). Here's an example of a link where you can book a 15-minute phone call with me:
<http://www.scheduleyou.in/n3YD4h5rI>

One way to incorporate this into your marketing for free is by using a downloadable software called Timetrade. (<http://www.timetrade.com/>). (Free Timetrade links are included in our Turnkey Leads System.)

5. **Always include a Call To Action**. People will do what you expect them to do, and what you ask them to do. So be sure to ask! For instance, in your automated email series, you can include a PS that invites them to schedule a phone call into your calendar with the Timetrade link, like this:

PS- If you have any questions about your financial situation, I'd love to help you explore your options. You can schedule a call directly into my calendar here:
(your Timetrade link)

Always ask your prospects to take the next step toward becoming your client. Just like a dating relationship, it takes time and it's a step by step process. First you meet, then you get to know each other, then you spend more time together, and eventually you make a commitment. Marketing is all about inviting your prospects to take the next step toward becoming your client, all the way through the process until they hire you to be their trusted advisor.

Any questions? I'm available to discuss your marketing strategies in a 15-minute phone call at this link: <http://www.scheduleyou.in/n3YD4h5rl>

I hope to talk with you soon!

A handwritten signature in black ink that reads "Jill Addison". The signature is written in a cursive style with a long horizontal flourish at the end.

Jill Addison

Founder, <http://FinancialAdvisorNewClientMachine.com>