

Bidsketch

Get More Clients:

16 Simple Marketing Tactics
to Bring in Business

Tactic 1:

Specialize Your Services to Focus on a Smaller Market

If you aren't getting enough clients, you might be casting your marketing net too wide.

Narrowing your focus removes the pressure of having to “be everywhere.”

It lets you hone in on *exactly* where your ideal clients are and build a reputation as an expert in your niche.

This makes all of your other marketing efforts more effective.

How to Specialize

Start by asking yourself these questions:

1. What do I do well that separates me from my competitors?
2. Which areas of my industry feel underserved?

The best choices for narrowing your focus allow you to play to your strengths and serve an overlooked group of clients.

Gregory Ciotti, content strategist at [HelpScout](#) and a regular writer on the [Bidsketch blog](#), used this strategy to build a successful services business.

Instead of accepting a wide range of projects, he focused on what he did best (content strategy) to serve a specific niche (software startups).

Being selective lets Gregory keep a full book of clients willing to pay a premium for his specialized knowledge.

These clients are also happy to refer him to other software startups looking for similar solutions.

How to Find Your Ideal Clients Using Profiles

After you narrow your focus, it's easier to figure out where your ideal clients are.

Creating an [ideal client profile](#) will help you do this.

Here's one Gregory created for HelpScout:



Source: Bidsketch

You can create your own client profile in 4 simple steps:

Step 1. Create a broad description of an ideal client

Imagine a client you'd love to work with.

What type of business are they in? How large is their company? How much money do they make? Write it all down.

Step 2. Identify your ideal client's end-goal wants and needs

The next step is to think about *why* your ideal client would hire you.

What are they trying to accomplish? Which aspects of your service would they find valuable? How can you help them reach their goals?

Step 3. Figure out where they spend time online

Now it's time to find out where your ideal clients hang out online.

What blogs do they read? Which podcasts do they listen to? Who are the industry influencers they follow?

Step 4. Focus your marketing in those channels

Once you find your ideal clients online, it's time to reach out to them. Focus your efforts on getting the word out in those channels.

This puts you in the perfect position for the right people to see your marketing messages.

Tactic 2:

Revamp Your Content Strategy

“Content is king.”

It's been repeated to the point of becoming a cliché.

You know the importance of getting great information out and feel the pressure to deliver.

But is your work paying off? Could you get more leads and top quality clients out of your content investment?

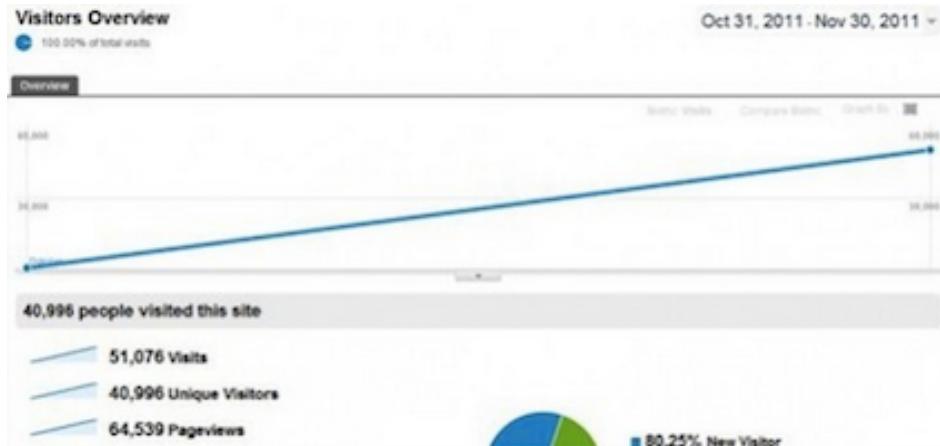
How to Revamp Your Content Strategy (Without More Time, Money, or Effort)

What if you took the same resources you put into content now and just changed the variables? You could:

- Post *less*
- Write long articles (2,700 – 3,000 words each)
- Link to other companies and industry influencers
- Include data and visuals to support all of your claims

That's the blueprint Peep Laja followed when he started his blog [ConversionXL](#). Each post took him roughly 8 hours to write.

And the results?



Source: Think Traffic

Laja's first post went public on October 31, 2011. By November 30, 2011, just one month later, his site had over 40,000 unique views!

Laja's results aren't an anomaly. A [university study](#) found that longer articles are shared far more often than others. *Word count* had a closer positive correlation with sharing than any other variable examined.

A Free Method to Promote Your Content

After Laja published a post on ConversionXL, he submitted it to social media sites like [Reddit](#), [StumbleUpon](#), and [Hacker News](#).

He also tweeted industry influencers he mentioned and shared his post with them. Many passed the link on to their followers, which drove a ton of traffic to ConversionXL.

Tweeting or emailing amazing content to influencers is *crucial* for getting more exposure, but it's often overlooked.

These strategies don't take much effort beyond content creation. But just how effective they are will depend on the quality of your content.

You can also apply these strategies to promote your existing content.

Tactic 3:

Repurpose Your Existing Content

You can leverage your existing content to get more leads and clients.

Repackaging your content into different formats allows you to reach new prospects across multiple media channels.

How to Repurpose Content

Approach #1: Turn your articles or blog posts into videos

You can convert written content into videos that can then be uploaded to your website or YouTube.

Step 1. Purchase or download a screen recording software. This software lets you create videos of your computer's on-screen activity.

[Camtasia](#) is a common choice for Windows, and [ScreenFlow](#) is popular among Mac users.

There *are* also free screen recorders available. However, many aren't capable of creating videos that can be uploaded to video hosting sites. So make sure to check if you decide to go that route.

Step 2. Create a basic Microsoft PowerPoint slideshow based on the important points of your written content.

Make a few slides that cover the meat of your post. On average, videos 3 to 3.5 minutes long are the [most watched on YouTube](#).

If you don't have PowerPoint, you can [download OpenOffice](#) for a free equivalent.

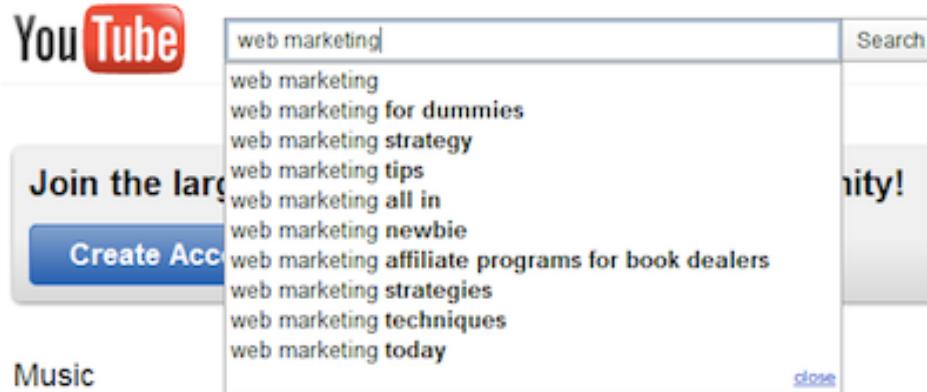
Step 3. Run the screen recording software while you play back your slideshow and narrate the slides.

Step 4. Target keywords with your videos to get the most traffic.

Just like with web pages on Google's search engine, optimizing your *videos* to target keywords can get you more traffic and leads.

You can enter potential keyword ideas into [YouTube's keyword tool](#) to check out monthly search volumes and generate suggestions.

Once you decide which keyword to target, it's time to set up your video to get the most traffic. [This KISSmetrics article](#) offers a great overview on how to optimize YouTube videos, playlists, and channels.



Source: *The SEM Blog*

Step 5. Upload your videos to your website and/or YouTube channel.

Approach #2: Turn your videos into audio files

Now you can convert the videos you created into audio files.

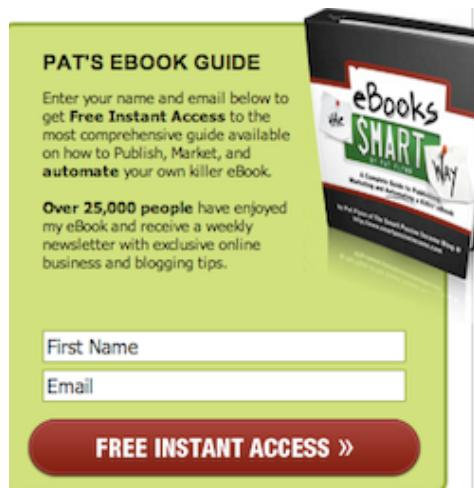
Step 1. Export the audio from the video file you created. Both Camtasia and ScreenFlow allow you to export the audio track.

Step 2. Upload your audio file to your website, as a short podcast on iTunes, or to other audio hosting sites like Podbean and SoundCloud.

Approach #3: Turn related articles or blog posts into eBooks

If you've written a series of related articles, you can combine them to create eBooks. Just select the articles you want to use, arrange them in a logical order, and save them as a PDF file.

You can **use your eBook as an incentive to get people to sign up to your email list**. Doing this (combined with the strategies in Tactic 10) can easily increase your signups 5 to 10x or more.



Source: Smart Passive Income

Another option is to **run ads to a landing page** featuring your eBook. This makes new prospects aware of your business and offers them free value at the same time.

Finally, you can **give away your eBook as a gift** to current and/or past clients. This gesture strengthens relationships, and can help you earn repeat business and referrals.

Tactic 4:

Use Help a Reporter Out (HARO) To Get Free Publicity

You might think a mention from a top-tier news publication is out of reach for your service business.

But that's not the case, thanks to [Help a Reporter Out](#) (HARO).

With HARO, you have plenty of chances to get free publicity. You can use this publicity to build your credibility and get more clients.

HARO: What It Is and How to Use It

HARO is a website where reporters request quotes or opinions to use in upcoming articles.

It's free to sign up. Once you do, you'll receive daily emails pulling together queries from reporters looking for input.

Biotech and Healthcare

- 1) [Doctors working with HIV and AIDS patients \(The Huffington Post\)](#)
- 2) [Healthworkers who want to live and work in New Zealand \(The Huffington Post\)](#)
- 3) [Is your toddler still not speaking? \(Online Magazine\)](#)
- 4) [Looking for someone who has learned to manage migraines caused by glare or stress \(Healthline\)](#)
- 5) [Do PAs and NPs Fit Into Your Practice? \(Medical Office Today\)](#)

Business and Finance

- 6) [Seeking financial advisors \(financial magazine\)](#)
- 7) [Setting Up a Trust Fund \(Anonymous\)](#)
- 8) [Best school for entrepreneurs \(CEO Blog Nation\)](#)

Source: Fluxe Digital Marketing

You can browse these emails to find queries relevant to your industry. Then it's just a matter of submitting responses to the ones that appeal to you.

If a reporter decides to use your response, you get a mention (sometimes even a link) in their article when it's published.

It might take some persistence, but you should eventually find reporters willing to mention you in their publications.

Leverage Your Publicity to Get More Clients

Everyone who visits your website should know when you're mentioned in a publication; *especially* if it's a well-known one.

Displaying your publicity is an instant way to build your credibility. It will help you convert more leads into clients.

You can do this by creating a "Featured In" or "As Seen In..." section on your website, like this:



Source: Sidekicker

You can add to your publicity section as you get more exposure over time. Keeping it "above the fold" will let everyone see it right when they land on your website.

The HARO website is [full of success stories](#) of businesses that took off thanks to publicity they got through HARO.

Tactic 5:

Use “Share to Get” to Promote Your Business on Social Media

Using share to get is a creative way to drive traffic to your website and bring in more leads.

Share to get technology offers someone the chance to download a file in exchange for promoting your business on social media.

A variety of share to get options are available, but all serve a similar purpose: to entice others to promote you and create viral traffic.

How to Set Up Share to Get

The first thing you need is a digital file to offer for download. This could be a free report, audio or video course, etc.

(If you don't have anything to offer, consider using Tactic 3 to repurpose some existing content).

Next, you need to download a share to get script or plugin. There are numerous free and paid options to choose from. You can find an excellent list of what's available [here](#).

The final step is to link your downloadable file to your “share to get” script or plugin. The script or plugin you choose should include instructions on how to do this.

Make Your Offer

Once everything is set up, it's time to offer your file in exchange for your visitors' promotion.

Using your share to get offer, as an upsell to an existing offer, can be very effective.

Many new email subscribers wouldn't mind sharing a link on social media if you offered to provide them with even *more* value in return.

Glen Allsopp, an affiliate marketer and blogger, [used a share to get strategy](#) in the form of a one-time-only upsell to new email subscribers.



[Soleamplify](#): I just joined the new (free) service from [@ViperChill](#) ([cloud niche](#)).

Check it out -> <http://bit.ly/gcM1dg> (expand)

2 days ago via Pay with a Tweet · [Reply](#) · [View Tweet](#)



[LiveUrlLove](#): I just joined the new (free) service from [@ViperChill](#) ([cloud niche](#)).

Check it out -> <http://bit.ly/gcM1dg> (expand)

2 days ago via Pay with a Tweet · [Reply](#) · [View Tweet](#)

Source: Viper Chill

He was able to get over 700 additional email subscribers this way.

Tactic 6:

Connect With Industry Influencers

There are a handful of influencers in your industry that stand out in people's minds.

They're the ones with hundreds of thousands of website hits, articles with hundreds of comments, and faces you recognize.

Connect with them in the right way, and you'll enjoy a huge influx of new leads and top quality clients.

The *Wrong* Way to Connect With Influencers

Most people get approaching industry influencers all wrong. They try to start a relationship, but it's completely one-sided.

They ask for favors. Free publicity. Guest post spots. *Ask, ask, ask...* all without providing anything of value in return.

This approach doesn't pay off. Their requests blend in with hundreds (or thousands) of other similar emails and tweets that go unread.

The *Right* Way to Connect With Influencers

The best way to stand out is to use the resources you have to help influencers gain even more influence.

For every influencer you want to connect with, ask yourself: "how can I help this person? What can I do to make them even more successful?"

It could be something small, like sharing an article they'd find useful. Or offering to introduce them to someone you know who can help them in some way.

You can use an analytics tool like [FollowerWonk](#) to identify more influencers in your niche and reach out to them on social media.

A World of Opportunities to Grow Your Business

James Altucher, jack-of-all-trades blogger and serial entrepreneur, [sent a list of 10 article ideas](#) to Jim Cramer.

Cramer responded to James' suggestions with a suggestion of his own: *James* should write the articles!

This started James' financial writing career.

It doesn't even have to be something "high profile" to produce fantastic results.

When you approach influencers by adding value, you gain their trust. **With that trust comes tremendous opportunities to grow your business.**

Opportunities like this one:

Last year one single blog post on Copyblogger generated more business for me than [my other efforts] combined... I found myself on the phone or in email exchanges with CEOs and founders for companies like Hubspot, KISSmetrics, Treehouse and Stripes39. In fact, I routinely turned down work as a freelancer because the demand was so high.

— Demian Farnworth, copywriter



Source: Bidsketch

Tactic 7:

Make Regular “Link Love” Posts and Post Them on Your Website

If you aren’t using them already, you should consider adding “link love” posts to your content marketing strategy.

This tactic is one of the most straightforward ways to build credibility with your leads and get the attention of industry influencers.

What Are “Link Love” Posts?

“Link love” posts are just short posts that contain:

- **Links to valuable information** within your industry; and
- A brief **description of what you like** about each link.

That’s it. Here’s what a “link love” post might look like:

Good stuff I found this week:

[SimilarWeb](#) – Free tool lets you find sites that are similar to yours and then get details on linking and traffic.

[OptimizePress](#) – WordPress landing page, sales page and membership portal plugin.

[Stride](#) – Simple sales tracking tool with lots of features for collaboration.

Source: Duct Tape Marketing

How Do I Make Them?

You’re already following the latest developments in your industry. That makes creating “link love” posts pretty simple.

Just take note of any useful articles, blogs, podcasts, etc. you encounter while keeping up with your industry.

Pick a specific day each week. The end of the week is great because you'll have a lot of material by then.

On that day, paste links to your sources, write a short explanation why you like each one, and publish your post. Then you're done.

How Do “Link Love” Posts Help Me?

When you point people to useful information – *even* if it doesn't come from you – you send them a signal that you're genuinely interested in helping them. It's a great way to build trust.

If your “link love” posts link out to influencers regularly, you have a good chance of getting their attention. This [increases the chances](#) they share your post or link to your content in the future.

Mark Sisson, a well-known blogger and author in the fitness community, publishes a “link love” post every weekend.

Interesting Blog Posts

How [NomNom Paleo survives her night shift lifestyle](#).

Robb Wolf [covers](#) the latest omega-3 and prostate cancer study.

Media, Schmedia

[According to Men's Fitness](#), the Primal Blueprint is one of the six best new diets. My only quibbles would be with the words “new” and “diet,” but overall I'm pleasantly surprised.

Cholesterol levels have leveled off in Americans, but researchers (and, I'd wager, drug companies) aren't satisfied. [They want them even lower](#).

Source: Mark's Daily Apple

These posts are still able to spark great discussions and comments because of the value they provide.

Tactic 8:

Bundle Your Services into Packages

You can probably help prospective clients in many different ways.

This is great, but it also creates a risk of paralyzing your leads.

Offering too many choices confuses people and can keep them from becoming your clients.

Convert More Leads With Service Packages

An easy tactic to convert more leads into clients is to bundle your services into packages.

15-20 different service options is overwhelming, but not if they're bundled into 3 or 4 packages.

Another benefit: clients are also more willing to approve your fees when they're bundled instead of itemized.



Source: Bidsketch

Here's how you can bundle your services:

First, consider all of the different outcomes your clients might want to achieve. Those outcomes should guide how you split up your services.

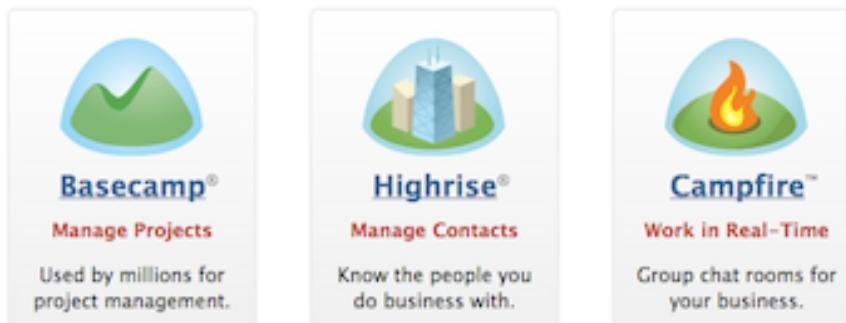
Second, frame your packages in terms of the *results* each will deliver for the client. This helps your leads choose the right package because the language is in terms they can understand.

Third, if your services won't fit into 3 or 4 different packages, you can add a "custom package" to cover leads with specialized needs.

A great example of a company who understands these principles is 37signals. If you go to their homepage, you'll see this:

Making collaboration productive and enjoyable for people every day.

Frustration-free web-based apps for collaboration, sharing information, and making decisions.



Source: 37signals

Visitors have to sift through only 3 options. They don't even have to scroll down the page to find them. And each is framed in terms of *their* desired outcome (in language they understand.)

Tactic 9:

Segment Leads With Landing Pages

Most service businesses use poorly designed homepages.

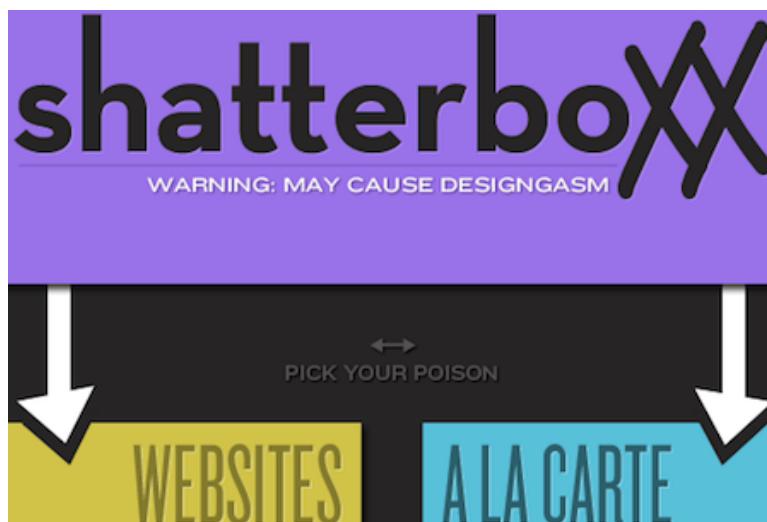
They bombard visitors with everything they have to offer without attempting to differentiate between different *types* of leads.

Finding out what your leads need *before* trying to persuade them to become clients makes them feel understood on a deeper level. This helps you convert more of them into clients.

How to Segment Your Leads With Landing Pages

Linking to landing pages on your homepage allows you to segment different “types” of leads.

These links act as filters. Leads identify their specific need by the link they choose. Then, after they reach the corresponding landing page, you deliver a tailored sales message based on that need.



Source: Shatterboxx

Set up your landing pages with the same logic you used to bundle your services in Tactic 8.

Each landing page should represent a potential result your leads could be looking for.

Remember to frame the links to your landing pages in terms your leads will understand. “SEO services” might not get the right people’s attention. “I need more traffic to my website” would.

BUSINESS MANAGERS

Create your API strategy to safely unlock data and start driving business value.

[LEARN MORE](#)

IT MANAGERS

Measure API impact on your business.

[READ MORE](#)

DEVELOPERS

Join over 216,000 developers with API keys across our network.

[START BUILDING](#)

Source: Mashery

Optimize Your Landing Pages to Get More Clients

You can **tailor the copy on your landing pages** to focus on different needs. Personalized sales messages let you connect with your leads in ways a generic homepage doesn’t.

Then, you can support your tailored copy with **testimonials from the same “type” of clients**. Your leads will relate to those testimonials because the results described will be exactly what they’re looking for.

Finally, you can **optimize each landing page to target a different keyword** for search engines. Ranking well for single keywords could be easier than targeting multiple keywords on your homepage.

A list of 101 ways to optimize your landing pages to convert more leads can be found [here](#).

Tactic 10:

Add Email Opt-In Forms and Optimize Them for Conversion

If you collect email addresses, you could be getting more leads at your current traffic level.

You get more leads by adding *more* opt-in forms and optimizing them.

Adding More Opt-in Forms

Where should you use opt-in forms on your website?

You have plenty of options. You could add forms to any of these places:

- A feature box
- At the top of your sidebar
- Right after each post or article
- In your website footer
- On your “About Us” page
- A [hello bar](#) across the top of your website
- Lightbox pop ups (depends on your niche)

[Derek Halpern](#) used forms in *all* of those places to build a following of over 100,000 readers a month and 30,000 Twitter followers.

If you enjoyed this article, get email updates (it's free).

Email Address:

JOIN!

Source: Social Triggers

You might not want to use forms in every place listed. If your potential clients are tech-savvy, you're probably better off with a less aggressive approach.

The only way to find the best combination for you is to test.

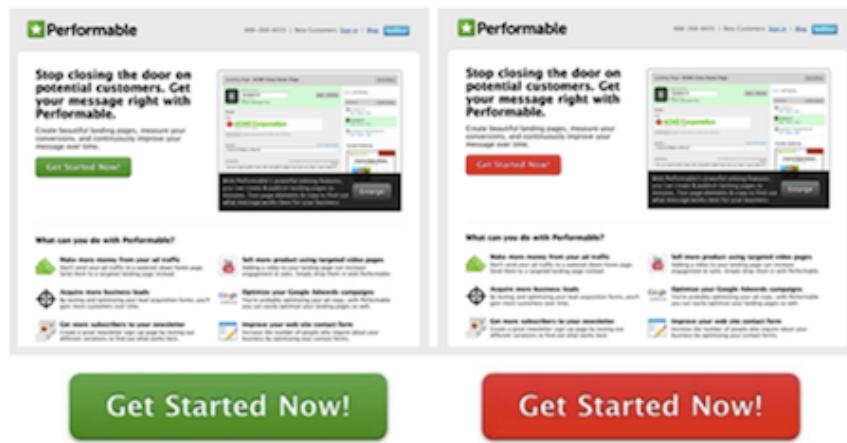
Testing and Optimization

Once your opt-in forms are set up, you can optimize them to get the most leads.

A simple way to do this is to run A/B split tests.

A/B split tests display two versions of your opt-in forms and track which version performs best. Typically, half of your visitors will see the first version and the other half will see the second.

The winning version becomes your new “control” (the version to run your *next* test against.)



Source: Quicksprout

AWeber has built-in functionality to run split tests for your opt-in forms. You can find instructions how to set them up [here](#).

Some email services might not include this feature, so be sure to check with customer support. If that's the case, you can use a tool like [Visual Website Optimizer](#) to run your tests.

[Rob Walling](#) is set to release an email marketing platform called "Drip," which is designed to maximize conversions. You can sign up to get notified when it launches [here](#).

Running a split test requires you to change only *one* element of your form at a time.

Here are form elements you should consider testing:

- Headline of the form
- Font size of the form's text
- Color of your opt-in button
- Content of your opt-in button
- Social proof
- Privacy language
- Your image (if you're using one)

Continual split testing will optimize your forms to bring in the most new leads.

Tactic 11:

Send Personal Thank You Messages to New Email Subscribers

When people join your list, they probably expect a generic welcome email and not much else. That's what they're used to.

A personal thank you email sets the tone early that you're someone who exceeds expectations.

Thank You For Subscribing

In a few minutes, you'll receive an e-mail welcoming you to the Spanish Fiestas Travel Newsletter.

This email will ask you to confirm your subscription. The reason for this is to prevent anyone else signing up your email address without your permission.

If you don't receive this email then there must have been an error in the email address which you sent us in which case you'll need to [try again](#).

I do hope you enjoy receiving this monthly newsletter together with any occasional extras we think you might find interesting.

Your feedback is always welcome and please feel free to suggest topics that you think we should cover in the future.

Best Wishes

Gerry Kerkhof

www.spanish-fiestas.com

Source: AWeber

This simple gesture builds goodwill and boosts your leads' engagement. Both of these make it easier to turn them into clients later on.

How to Follow Up With New Email Subscribers

Sending an effective thank you email to new subscribers is pretty straightforward.

First thing's first: **thank them for signing up!** That's the heart of your message, and acknowledgment of their trust in you not to abuse their personal information.

Then, **ask them a thought-provoking question.** One great option: "what are you struggling with the most in your business right now?"

Encourage them to respond. If they do, it's a chance to educate them and show them how your business can help.

You can also **link back to your website.** Direct your new subscriber to the sections that offer them the most value (your most popular articles, FAQ section, etc.)

Another thing you can do is to **add links to your social media accounts in your email signature.** This lets new subscribers connect with you on those platforms without any hassle.

You should send your thank you email as soon as possible. That way your subscribers will get it while you're still fresh on their minds.

You can make your thank you email the first follow-up message in an autoresponder series. This automates the process for every new subscriber.

Tactic 12:

Survey Your Website Visitors

If you're unclear on what your market wants, now's the time to ask!

Surveying website visitors generates valuable feedback from clients and the people you *want* to become clients.

You can use that feedback to get more clients going forward.

How to Set Up a Website Survey

Your survey doesn't need to be long to be effective. A simple, 1-2 question setup is enough to generate quality feedback.

You can set up a survey through [Survey Monkey](#) (free option available) or [Formstack](#) (free trial). Both companies' websites have instructions showing you how to create a survey in just a few minutes.



STEP 1: CREATE YOUR FORM

It will only take 4 simple steps for you to create and use your new form. To start, enter a name for your form below. If you have an existing form you want to import, select one of the import methods below. Otherwise, start with a pre-built or blank form.

*Form Name

*Start With Blank form
 Pre-built form:

Copy an existing form from a webpage
 Upload an HTML file containing a form

Source: Formstack

[Qualaroo Insights](#) lets you survey users as they navigate your website with targeted questions and intelligent question branching.

Survey Monkey's best practices guide shows you how to structure questions for the most meaningful response. You can download it for free [here](#).

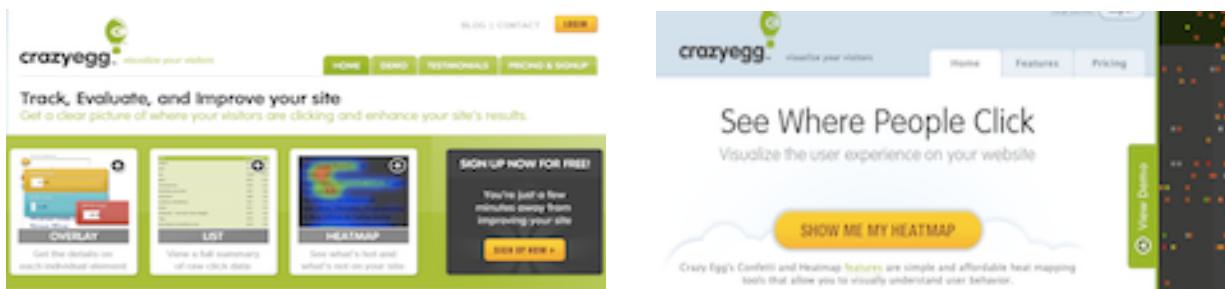
You can always ask your visitors what they're struggling with in their businesses.

That way you can create content showing them how *your services* can address those frustrations.

The Value of Visitor Feedback

[CrazyEgg](#), an analytics company that generates heat map data, decided to overhaul their dated website design.

There was a problem, though. CrazyEgg didn't know *how* to update the site to make it the most appealing to their customers. So they [turned to email and website surveys](#) to guide their design changes.



Source: Marketing Sherpa

The new website design converted 21.6% more customers than the old one.

All of this profitable insight was collected for free. Survey feedback can help make your website more valuable, too.

Tactic 13:

Make Your Website Content Easier to Read

Valuable content can get you leads, build credibility, and establish your authority in your niche.

But your content is wasted if no one sticks around to read it.

6 Ways to Make Your Content Easier to Read

A few adjustments can revitalize your content to make it more attractive to readers.

Tip #1: Use a basic font scheme

A basic scheme of 2-3 font families lets readers know what content serves what purpose and allows for easy navigation. You should reserve one font for headings and another for body text.

Pairing a serif font with a sans-serif font helps readers distinguish between different types of content.

Hey, Cameron.

You realize if we played by the rules right now
we'd be in avm? - *Ferris Bueller's Day Off*

Source: Web Design Tuts+

You can preview how font pairings will look together by entering them into the free [web font combinator tool](#).

Tip #2: Use subheadings

[79% of web users](#) scan content instead of reading it straight through. When “scanners” come across walls of text, they won’t read them.

Subheads are great tools to capture scanners’ attention. They act as guideposts to draw people in and get them engaged in your content.

Great subheads summarize the content that comes next and make readers curious to read more.

Tip #3: Use short paragraphs and sentences

You should keep your paragraphs and sentences short. And, unless you’re giving a technical explanation, use simple words as well.

Don’t be afraid to use a lot of white space to give readers’ eyes a rest.

If you’re covering a complex topic, consider breaking it up into a series of multiple articles.

Tip #4: Use Bullet points

Bullet points highlight digestible information, break up walls of text, and draw in scanners.



Source: Harvard CSCI

People might not read all of your content, but they can't resist bullet points. [This article](#) will show you how to write good ones.

Tip #5: Use images

Images offer clues as to what your content is about and pique readers' curiosity.

They're also great ways to illustrate a complex point or break up dense content.

Tip #6: Outline first

Outlining your ideas first, and referring back often as you create your content, helps you stay on topic.

There are a million other things competing for your leads' attention; you'll lose people if you go on tangents.

Tactic 14:

Write Compelling Headlines for Your Homepage, Landing Pages, and Content

Even with great, easy to read content, you won't get far with weak headlines.

Compelling headlines can help you get more clients.

What Makes a Good Headline?

A headline's purpose is to get people to read what you have to say *next*. That's it.

When people try to entertain or be clever, it usually doesn't translate into more conversions.

Successful magazines – the ones that fight for your attention on crowded newsstands – stick to **classic headline principles**.

There are three. Here they are, along with a classic example of each:

1. Appeal to the reader's self-interest – "How to Win Friends and Influence People"

2. Bring up something new and noteworthy – "How a New Discovery Made a Plain Girl Beautiful"

3. Arouse curiosity – "They Laughed When I Sat Down at the Piano – But When I Started to Play!"

These principles can be combined within a single headline.

How to Write Great Headlines

Now you know what the principles are, but how do you apply them?

Here are some useful resources to get you going:

Copyblogger put together a series of free articles about creating “magnetic headlines.” You can find the articles [here](#).

Jon Morrow has [a great ebook](#) that offers headline templates you can adapt for your own use. It’s free, but you’ll need to join his email list to download a copy.

Finally, consider [Copy Hackers’ ebook on headlines](#). It’s available at a modest cost, and well worth the investment.

You Have to Test...

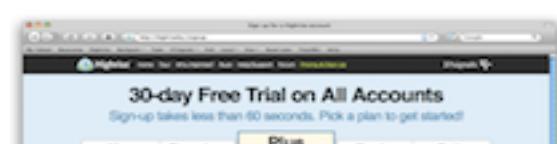
The only way to know how well a headline will perform is to test it and track the results.

37signals [tested multiple headlines](#) on the signup page for their software Highrise. The difference between the worst performer and the winner was a whopping 30% better conversion!

The original: Worst performer



The winner: 30% better conversion than the original



Source: 37signals

You can run A/B split tests (as discussed in Tactic 10) to compare multiple headlines and see which one converts best.

Tactic 15:

Improve Your Website's Load Time

People are impatient online. This includes the ones you want to become your clients.

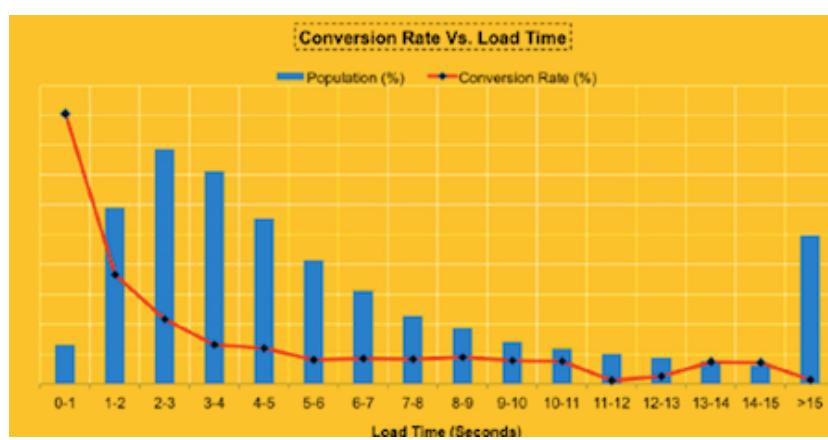
If your site takes too long to load, they won't find you. They'll click away and find one of your competitors instead.

Why Website Speed Matters

Site speed is [an acknowledged factor](#) in the Google search engine algorithm.

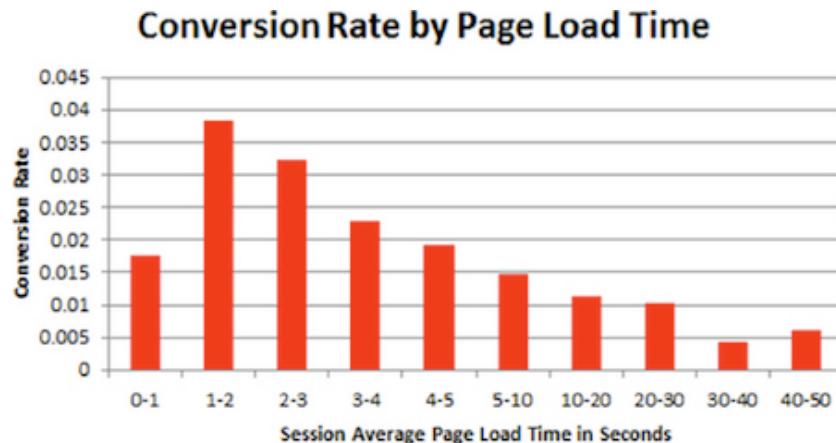
A fast site will improve your rankings, which drives more traffic (and leads) to your website. But slow sites suffer ranking penalties.

Long load times also have a negative effect on conversion rates.



Source: Web Performance Today

Data from Wal-Mart (above) and TagMan's (below) websites reveal conversions were highest when the visitor waited 2-3 seconds. They dropped off dramatically after that.



Source: TagMan

Speed is more important now than ever before in generating new leads and converting them into clients.

How to Speed Up Your Website

The steps you can take to speed up your website depend on your content management system, current webhost, and other factors.

If you're running your site on WordPress, install and activate a plugin like [Quick Cache](#) or [W3 Total Cache](#). These plugins use caching to cut down load times.

You can find a comprehensive list of tips to speed up WordPress sites [here](#). Moz also put out some tips of their own [here](#).

Finally, you can enter your website URL into Google's [PageSpeed Insights tool](#). This tool analyzes your site and generates suggestions to make it run faster.

If you still can't get your load speed down, consider investing in a dedicated hosting service.

Tactic 16:

Drop Your Homepage Image Slider

Image sliders are popping up on more and more business websites these days.

That's bad news. Using them wastes valuable above the fold space on the homepage for a minimal (or *nonexistent*) payoff.

Plain and simple: image sliders might *look* nice, but they don't turn website visitors into paying clients.

What's Wrong With Image Sliders?

Because the images on sliders move, users automatically assume that they might be banner ads. This makes people more likely to ignore them.

Sliders also take control of the viewing experience. Users don't get to choose what they read or when they read it. This can frustrate them and lead to them missing valuable information.

Notre Dame University tested a slider on its homepage. Only 1% of visitors clicked on *any* of the slider images.

What Should I Do Instead?

If you're using an image slider, it's time to drop it from your homepage.

You can replace it with a static offer and a simple explanation of your services.

That's what a lot of large companies are doing. After extensive conversion testing, many have abandoned sliders and gone back to static homepages.



Source: Gap

Another option is to **replace your slider with a feature box** to collect leads' email addresses.



Source: Sparring Mind

This simple design change will convert more of your website visitors into leads and clients.

Are You Ready to Get More Clients?

If you're ready to grow your business, you can use these marketing tactics to build a pipeline of new leads and convince many of them to become paying clients.

These tactics are straightforward and cost-effective, and they'll help you keep a full book of clients over the long term.

You don't have to use all of the tactics to see significant improvements to your business. However, many of the tactics build on one another. So the more of them you use, the more effective *each one* becomes.

To find out how BidSketch can help you land 18% more clients while earning 32% more on each project, visit the link below:
<http://www.bidsketch.com>