# Contents

Introduction: How The Conversion Code Was Created ix  
How to Crack the Conversion Code xiii  

## PART I  CAPTURE INTERNET LEADS

The Marketer’s Creed 2  

### Chapter 1  Need More Leads? How to Build Websites and Landing Pages That Consistently Capture Internet Leads 3  
Content Is Not King if Your Goal Is Capturing and Converting Leads—Design, Being Purposeful, and Landing Pages Are King 3  
How to Quickly and Inexpensively Turn a Website into a Lead-Generating Machine 8  
Landing Pages are the New Black 11  
Microwave Marketing Mentality 13  
Get the Most Out of Your Website and Landing Pages by Retargeting the Visitors Who Do Not Convert 18  

### Chapter 2  Writing the Perfect Blog Post 21  
Headline 22  
Storytelling Hook 22  
Fewer Characters per Line at First 23  
Featured Image 23  
The 1,500+ Word Sweet Spot 24  
Soundbites for Social Sharing 25  
Now You’re Creating Content That Is Ready to Be Optimized for Lead Generation, Social Media, and Search Engines 25
### Contents

#### Chapter 3  Optimizing Your Content for Lead Generation, Social Media, and Search Engines 27
- Optimizing Your Content for Lead Generation 27
- Optimizing Your Content for Social Media 31
- Optimizing Your Content for Search Engines 31

#### Chapter 4  Advanced Facebook Marketing and Advertising Techniques That Generate "Ready to Buy" Leads 37
- Facebook Profile Pro Tips 38
- Facebook Groups 45
- Facebook Pages 47
- Facebook Ads 48
- The Essentials of Running a Great Facebook Ad 51
- The Perfect Facebook Ad Funnel 54
- Four Facebook Ad Types Everyone Should Run 60

#### Chapter 5  Simple Strategies (Beyond Facebook) That Drive Massive Traffic and Leads to Your Website and Landing Pages 65
- Email Marketing 66
- Retargeting 67
- Curation 69
- YouTube 70
- Twitter 72
- Instagram 74
- Guest Blogging 75
- Podcasting 76
- Webinars 77

#### PART II  CREATE QUALITY APPOINTMENTS 84
- The Scheduler’s Creed 84

#### Chapter 6  How to Use CRM, SMS, and Marketing Automation to Immediately Turn a New Lead into a Hot Appointment 85
- The Fortune Is in the Follow-Up 86
- Speed + Tenacity + Script = Highest Conversion Rate Possible 88
- SMS > Email 91
- Emails That Work 91
Chapter 7  Need More Appointments? How to Use Email Marketing, Retargeting, and User Tracking to Turn Old Leads into Quality Appointments 95
There Is No Longer an Old Lead Bucket 98
Ads as a Lead Follow-Up Tool 102

PART III  CLOSE MORE SALES
The Closer’s Creed 104

Chapter 8  Need to Know Exactly What to Say to a Lead on the Phone? How to Have a Perfect First Minute on a Sales Call with an Internet Lead 105
The Two-Step Precall Lead "Stalk" 106
Gaining Control and ARPing

Chapter 9  The Digging Deep Technique: Questions to Ask That Make It Impossible for an Internet Lead to Say No 115
The Digging Deep Technique 116

Chapter 10  How to Build Trust with an Internet Lead in Two Simple Steps 121

Chapter 11  Proactively Uncovering Objections 123

Chapter 12  How to Start Closing an Internet Lead Using the "Five Yes Technique" 127
The 20/20/20 Sale 127

Chapter 13  How to Pitch Using the “Feature, Benefit, Tie-Down Technique” and Identify Exactly When to Close 131
Always Be Closing 133

Chapter 14  Exactly What to Say When You Start to Close 135
viii  Contents

Chapter 15  The Two-Step Close  137
  Step 1: The Trial Close  137
  Step 2: The Slot Close  138

Chapter 16  What to Say When Someone  141
  Still Says No  141
  Buying Questions versus Objections  141
  ARCing  141

Chapter 17  They Said Yes! Now What Do You Say?  147

Chapter 18  How to Turn a Closed Internet Lead into  149
  Even More Sales

Bonus: Checking the Analytics and Metrics That  153
Actually Matter (and what to do based on what you find)

Notes  163

Index  167