

Bonus Secret

Secret 8 – ‘No Thanks, I’m Just Looking’

Here’s what happens when most visitors come to your web site.

They arrive, read a bit, think ‘that looks good, I’ll have a read of that later’ and then leave never to be seen again. You see, most visitors to your site are not ready to purchase your goods or services at that moment.

They are ‘just looking’.

Have you ever said that to anyone in a retail shop when the assistant came to ask if they can help you? You were probably interested in something in the shop, but not yet ready to purchase so deflected the expected sales pitch by saying the thing all retail assistants dread ‘No thanks, I’m just looking’

You need to know who the ‘just looking’ visitors are on your site and keep in contact with them until they are ready to buy, which they will from you; especially if you’ve provided them with a steady stream of helpful information rather than trying to push your product or service at them to force them to buy.

So how do you do this?

You need to have a free give away that has some *real value* which your visitor can have in exchange for their name and e-mail address. These are collected via an opt in box like the one shown here.



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This is connected to an auto responder which is a piece of software that automatically sends the free gift to the site visitor and also sends out a pre written series of e-mails that contain more free offers and useful information.

By doing this you are building up credibility and trust with your site visitors and keeping your company in their mind until they are ready to buy.

If they lose interest altogether that’s no problem as they can easily opt out from receiving more information any time they want by clicking a link at the bottom of one of your e-mails.

What you give away depends on your product or service, but here are some examples:

- A free report – like this one!
- A small product sample
- A telephone consultation
- An informational DVD, web video, web audio or audio CD
- An interview with an expert in your field
- A survey

There are lots more and it's really easy to start collecting the contact information from your site visitors so why not get started today. I leave you with this thought. You can either capture your visitor's details and start a relationship with them that converts them into profitable clients or have them disappear and leave you with nothing. It's up to you now.

To start capturing your site visitors and turning them in to profitable new clients call us today on 0113 8154165 or e-mail subscriber.info@carehomemarketingexpert.com

Wishing you every success & happiness,



Simon Beck

Founder

www.CareHomeMarketingExpert.com

'Filling Your Home With Profitable New Clients'