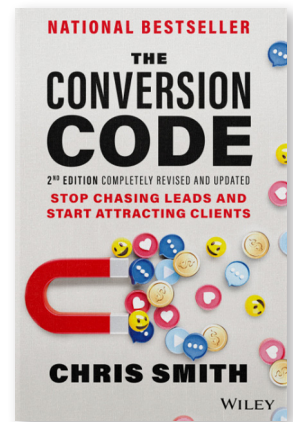


The Conversion Code

Stop Chasing Leads and Start Attracting Clients

by **Chris Smith**



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THE SUMMARY IN BRIEF

The Conversion Code is a step-by-step guide to marketing and sales that will grow your business faster. The outcome for those who follow it is the highest conversion rate possible. Doing what is outlined in this book will get you better website traffic, a larger email list, higher-quality leads, and more social media followers. Most importantly, you will close more sales and make more money.

Author Chris Smith teaches readers exactly what to say and when to say it, so that day in and day out, you convince people to buy from you. You will also learn how to do marketing so that it generates higher-quality leads that are easier for sales to convert. What you will learn in this book gives you an unfair advantage. Whether you're a seasoned pro or brand new, *The Conversion Code* is your guide to growth if you're in marketing or sales, with particular relevance to sales professionals in real estate, mortgage, and SaaS.

IN THIS SUMMARY, YOU WILL LEARN:

- How to do marketing that attracts high-quality leads
- The essential components of websites, landing pages, blogs, and social ads
- How to follow up with leads that are most likely to convert
- The billion-dollar sales scripts

Section I: How to do Marketing that Attracts High-Quality Leads

The Biggest Challenges Facing Marketing and Sales

When it comes to successfully converting leads into customers, the most significant challenges companies face right now are, in order:

- not collecting enough data on the leads
- following up with leads quickly
- making initial contact with the leads
- maintaining contact with the leads
- filtering leads
- and setting appointments with leads.

Do any of those challenges resonate with you? Then *The Conversion Code* is right for you.

What Happens When You Crack the Conversion Code

What exactly is *The Conversion Code*? Conversion happens at the intersection of marketing, sales, and technology. It's what happens when all three of those things are firing on all cylinders and working in harmony. And what happens when you crack the code and get this right is pretty special. Sales and marketing alignment is the largest opportunity for improving business performance today.

There are three circles in the code's Venn diagram defining lead conversion called the opportunity circle. At the center of the opportunity circle, the smallest circle, are the people who hire you. The middle circle represents people who know about you but don't hire you. The outer circle, the largest circle, comprises the people who don't know you exist.

The code takes people who don't know you exist and moves them into the "do know you" circle. It takes the people who do know you but didn't hire you and moves them into the inner circle of people who hire you. The circles of people who don't know you and know you but don't hire you are a lot larger than your inner circle. They are where the greatest opportunity lies.

Your Website

There is a good chance that you have heard (possibly even a nauseating number of times) that "content is king." What isn't talked about enough, though, is who the queen is.

Design is queen.

If you want to attract high-quality leads that are easy to convert, obsess about design. A design-first mindset is a must when building your website and landing pages (or improving the ones you already have).

Why is design so important? Great design builds trust. Trust is why people choose you. Trust is why people send you referrals. There are still far too many companies that have a website so poorly designed that they are willing to admit *they wouldn't even hire themselves* based on it.

If you're updating your website out of the dark ages and have a budget, do yourself a favor and hire a professional. Have them build you an amazing website and plan to get a new one every couple of years. If you take the DIY approach, make sure you adhere to best practices.

Whether you build a new website, update your existing one, or outsource the project, there are six things you should be sure you factor into the design.

1. **One Column:** A one-column layout allows for a one page, one purpose approach. Plus, it's much easier to make a one-column layout look great on mobile.
2. **Social Proof:** When you display the feedback of your happiest customers and not just your own marketing messages, you will find that the quality of your leads increase.
3. **Contrast:** The fewer colors you use, the more each one pops. Use colors to draw attention to your calls to action.
4. **Fewer Form Fields:** There is a direct correlation between a website's conversion rate and the amount of information required to complete a form. Conversely, the more fields someone is willing to complete directly correlate to a lead that is easier for sales to convert. You must find the right balance.
5. **Keeping Focus:** More choices means fewer decisions made. Except for your home page and contact page, limit the number of calls to action on any given page to one when possible. Remember, one page, one purpose.
6. **Design for Edge Cases:** Many of your website's visitors will be coming back for a second, third, or even 100th time. Make sure the visitors who are the "edge case" who don't visit often and are unfamiliar with

Viral optimization is the art of architecting your content so it goes as far as it possibly can and generates as many leads as possible.

you and your brand can navigate your site and find information as easily as the visitors who return often.

Landing Pages

A critical component of cracking the conversion code is to understand that landing pages perform much better than websites for lead generation. The reason landing pages are so effective for lead generation is simple: they are simple. They have only one goal.

Compare that to your website, which may have dozens of navigation options or categories to choose from, and you can see why professional marketers use landing pages for lead generation campaigns involving ad spend.

There are nine key elements that every landing page should include:

1. **Headline:** Make it clear, concise, and coupled with your ad.
2. **Sub-headline:** Continue them down the path the headline started.
3. **Description:** Triple check all your grammar, punctuation, and spelling.
4. **Testimonial:** The goal is to establish trust.
5. **CTA or Form:** Must be prominent and contain the right copy.
6. **Clickable Buttons:** Button should stand out and be near or directly below the CTA.
7. **Remove Links:** There shouldn't be many, if any, links to other things.
8. **Image or Video:** Choose images that would make someone stop scrolling on social media.
9. **Stay Above the Fold:** Optimize what appears on what can be seen without scrolling.

Blogging for Business

You need to populate your site with content that converts.

When you create content online, doing so correctly directly correlates with how well it will perform. Whether you take the lead on blogging, decide to outsource it, or use AI who knows SEO, you want to get the most out of every post you publish.

Buffer, a social media scheduling tool used by millions, identified several essential elements in an article titled "The Anatomy of a Perfect Blog Post." Following are some of the ones that matter the most.

- **Titles:** The title of your blog post matters the most. Eight out of ten people will read a blog post's title, but only two out of ten will read the rest.
- **Storytelling Hook:** Instead of starting a post with facts or claims, tell a story instead.
- **Spacing:** A massive block of text in an introduction can be overwhelming. Try spacing out the introduction.
- **Images:** Having at least one image in your blog post is a must. Having more than one is ideal.
- **Length:** The average piece of content that reaches page one of Google has about 2500 words. Medium found the sweet spot with their readers to be about seven minutes or about 1600 words.

When you start with a blog article that is well researched and in depth you have the ability to turn it into a lot of other shorter form content that is optimized for the platform it is shared on.

Optimizing Content for Lead Generation

You have a website, landing pages, and some great content. Optimizing that content for lead generation, social media, and search engines is a step often overlooked by even the savviest and most experienced digital marketers.

There are very specific things you can do to make your blog posts and social media content go as viral as possible. Viral optimization is the art of architecting your content so it goes as far as it possibly can and generates as many leads as possible.

Even if you get found on Google, have the right lead capture plug-ins on your website, and perfectly craft your content for social media, it is still necessary to optimize your content for lead generation by adding lead magnets.

What is a lead magnet? It is something so valuable that someone would give up their name, phone number, and email address to access it. Most of your lead magnets will live on a landing page featuring an opt-in form that's required to complete for "instant access to x."

Nine Examples of Lead Magnets for Your Landing Pages:

- Guide/report, e-book
- Cheat sheet/checklist
- Video/webinar
- Free trial
- Discount
- Quiz/survey
- Additional sales information

Once you have these lead magnets established for your business, there are two last steps to making sure the lead magnets and landing pages capture leads as often as possible.

First, you have to bake your lead magnets into your website. Your menu, header, footer, and pop-up messages can all include links to them. Second, you should make sure your blog posts have lead magnets in them.

Facebook Marketing and Ads

Profiles, Groups, Pages, Ads, and Messenger all work great if and when you use them properly. They give you the ability to start conversations with leads.

- Facebook creates conversations.
- Conversations lead to appointments and referrals.
- Appointments and referrals lead to sales.
- Thus, conversations create conversions.

If there is only one thing you do after reading this, build a Facebook ad funnel for your business. It alone can produce enough leads to keep nearly any sales team busy and grow your business.

Don't go into Facebook ads to supplement what you are already doing. Go into it with the mindset that it can be your number one channel for traffic, leads, and sales.

No matter what type of Facebook ad you decide to run, every ad has critical essentials.

- **Image is Everything:** Start every Facebook ad with a killer image, and then work backward. Create an ad with the mentality that the image in the ad is the entire ad.
- **Extras and Text Over Image:** Use text, badges, ribbons, buttons, arrows, or your logo as embellishments to the image.
- **Killer, Clever Copy:** Take a deep work approach to crafting your message. Obsess about what you write because serious leads will read it. When you write amazing copy, it can also help filter and qualify the leads for you.
- **Specific Calls to Action:** People like to be told exactly what to do in ads. They need and will take your guidance. Asking people to "like this post," "leave a comment," or "tag someone below" can be very effective social media-specific calls to action.
- **Mobile-Optimized Ads:** If you want high-quantity and high-quality clicks, leads, and sales from Facebook, you will need to ensure that your ads are displayed on and optimized for mobile.
- **A Link to a Proven Mousetrap:** Instead of always building new landing pages, spend time coming up with new and creative Facebook ads to get people to them.

Google Adwords

If you truly want to attract clients and not chase leads, Google should get a large percentage of your overall ad spend. If someone is Googling "real estate agents near me," you should do everything in your power to get one of the top results.

Local Services Ads are a no-brainer for any real estate agent, attorney, lender, and so on. This bottom-of-the-funnel approach can get expensive quickly. If you decide to make Google an acquisition channel, strongly consider getting professional help.

If you are bullish on going the DIY route, at a minimum, you need to nail the trifecta. This is when there is harmony among three ad components: the keywords you target, the copy in the ad, and the landing page you send them to.

Videos and YouTube

Thanks to their massive scale, YouTube can be a major source of traffic and leads. If you are making videos for your business and want to get more out of them, the good news

Speed, tenacity, and scripts are how you get the best ROI possible from the marketing you do, ads you run, and leads you generate.

is that you have already done the hard part. You made the video. The easy part is marketing and advertising your video.

You learned that the Google ad trifecta is keyword, copy, destination. On YouTube, the trifecta is different: thumbnail, title, description. Nail those to get the most out of each video.

Obsess about the design of your thumbnails. Think deeply about your title. Go deep with your description and make sure it has links to any relevant things you mention in the video.

Video can be a differentiator and catalyst for extreme growth for your business and personal brand. If you aren't making videos for your business, you need to start immediately. If you are making videos for your business, start marketing and advertising them more effectively, immediately.

Audio is Everywhere-Take Advantage of It

Podcasts empower you to connect with prospects when they can't read your blog, watch your videos, or scroll through your Instagram feed.

94% of listeners are doing something else while listening. Having quality audio content, with well-placed CTAs, for these lengthy "downtimes" is quickly becoming a must.

There are three ways you can take advantage of their popularity and effectiveness:

- Host your own podcast.
- Be a guest on other people's podcasts.
- Pay for ads on other people's podcasts.

Convert More Leads Using Retargeting

If you have ever been on Amazon looking at a product only to see it in an ad in your social media feeds shortly after that, you have experienced retargeting. Retargeting has become a popular option with professional marketers because even the best websites and landing pages in the world will not convert every visitor into a lead.

Every visitor who does not become a lead (as well as those who do) can begin to immediately see your ads on social media, websites they visit, and in mobile apps.

Section II: How to Follow Up with the Leads that are the Most Likely to Convert

How to Achieve the Highest Conversion Rate Possible

Speed, tenacity, and scripts are how you get the best ROI possible from the marketing you do, ads you run, and leads you generate. Without the right salespeople and processes in place, you will constantly have leads falling through the cracks and end up questioning the effectiveness of your marketing.

In a perfect world, you could call every lead that came in right away, they would answer, and you would close them. Unfortunately, we live in a far-from-perfect world. So focus on speed, tenacity, and using multiple follow-up methods to ensure that you are converting the highest percentage of leads possible into sales conversations or qualified appointments.

Text Messages to Convert Leads

Everyone loves to text, except businesses. You do not need to ask yourself if it is appropriate for a business to text someone. It is inappropriate for them not to. The data strongly shows that people want to communicate with businesses in this way.

When a lead comes in from one of your landing pages that collects a phone number, use an auto SMS with merge codes to send a personalized message to the lead immediately. Often, more leads will reply to that text than those who will even open the first drip email.

Why? Speed matters; so does personalization, plus inboxes are more clogged than SMS messages.

Beyond the first text, you can also put leads on drip text messages just like you can drip emails. Be sure to bake in a few into your lead follow-up campaigns so that they complement your calls and emails.

Automated Email Campaigns

Getting drip campaigns right can really move the needle for

conversion rate. They are being sent to the leads that marketing has worked so hard to educate, qualify, and capture.

The first email you send is especially critical as it will get the most opens of any you send. Do not waste this critical opportunity by sending something like, “Thanks for the inquiry. We will be in touch.” Instead, craft initial drip emails that are more human, aim for a reply, and sound less canned.

If someone is registering for your blog or to access a free lead magnet, the greeting would be a lot different than the first email to a lead who filled out your contact us page. Take the time to develop a strong email sequence for every unique lead source you have. Think of them as conversation starters that lead to conversions. Conversations are what create clients, not drip emails.

Section III: The Billion-Dollar Sales Script

The Pre-Call Stalk

Every sale is won or lost before it’s ever pitched. Before you call, you need to properly, legally, and non-creepily “stalk” a lead so you can use the intel you gather about them on your call. When you hyper personalize sales calls, you close more deals and make more money. Period.

Use social media and Google searches to start winning the sale, before it even starts. Gathering intel pre-pitch takes only a few seconds, is a repeatable process, and when done properly will impress leads and increase close rates.

A Perfect First Minute on a Sales Call

When you are following up with leads it is your job to take control of the call. There are two specific things you need to do at the beginning of nearly every call to ensure the conversation ends up being long enough for you to have a chance at closing them.

In the first minute you must:

1. Gain control
2. ARP: acknowledge, respond, pivot

What you say immediately after your opening is critical, and it needs to be nearly the same every single time. Once you find a “gain control” statement that works, use it over and over.

It is very effective to ask the lead to grab a pen and paper or

something to take notes with for a specific purpose such as jotting down your name and phone number or to give them valuable information that isn’t available online.

This is a technique called pattern interrupt and it puts you in control early. If they won’t grab a pen and paper to write a few things down, will they be a customer 30 minutes later? This method of gaining control helps to identify the more serious leads within seconds of the call starting.

No matter what you sell, during the first minute of a call with a lead they will say some variation of “no.” These are brick wall statements and once you know them, the last step in a perfect first minute of a sales call is to use a technique called APRing.

- Acknowledge: Let them know with 100% certainty that you heard them.
- Respond: Address the brick wall in a very simple and straightforward way, but don’t answer the question too specifically.
- Pivot: Turn the conversation back to where you want it.

The Perfect Sales Pitch

Everyone sells features. The best salespeople sell the benefits of the features then ties it down with a technique called FBT: Features, Benefits, and Tie Down (FBT).

Features are what you do. Benefits are why it matters to the lead. Tie-downs ensure the lead agrees throughout the pitch that the various features benefit them.

To decide what your FBTs should be, ask yourself two questions: “What makes my business great?” and “What makes my business unique?” The answers to those questions is where your FBT material should stem from.

How to Close

You never want to get to the end of a great call and then trip at the finish line. Don’t get cute with your close. Simplify it all the way down to two steps.

Step One: The Trial Close

The goal is to get the lead to visualize that they are moving forward, without having to directly ask them for their business. By doing this, they will typically either (1) answer your question, confirming they are ready to be closed immediately, or (2) ask a buying question or give you an objection before they answer. Both are good outcomes.

Step Two: The Slot Close

The second they answer your trial close question, you really close them by giving them one last choice. It is much easier for people to make a simple choice like credit or debit than it is for them to answer, “So, are you in?”

How to Overcome Objections

Let’s be honest: even the best salespeople in the world hear no a lot more often than yes. You can attract high-quality leads, schedule qualified appointments, and crush your sales calls, but you will never close 100% of your prospects. When you hear objections, just remember to ARC.

Similar to an ARP, an ARC also starts with acknowledging the question they asked and then responding. The difference is that now the last letter, C, stands for close, not pivot.

Make a list of the most common buying questions you get and develop an ARC that works best and makes sense for each. Once you nail the ARCs that work best, ride them until the wheels fall off.

The blueprint presented in *The Conversion Code* was used to quickly grow the author’s business to eight figures in annual recurring revenue, without raising any venture capital. It is taught at colleges like Johns Hopkins University and he has been a guest lecturer at NYU. *The Conversion Code* works. Attracting leads, booking appointments, and closing sales with the code requires art and science. Speed and tenacity. Mindset and skill.

One thing that cracking The Conversion Code does not require however, is luck. Nothing in this book works if you

don’t. Act like an expert and you just may become one. Here’s an inarguable and compelling statistic for you to remember: 100% of the marketing you never do has a 0% conversion rate.



Chris Smith is the Co-founder of Curaytor (an Inc. 500 fastest growing business) and he is one of the 4 best marketers under 40, according to the American Marketing Association. Chris used the blueprint in this book to quickly grow his company to eight figures in annual recurring revenue, without raising any venture capital. His work has been featured in AdWeek, Forbes, Fortune, and many other publications. Previously, Chris worked for two billionaires, a billion-dollar publicly-traded company, and a startup that was acquired for nine figures. His first book, *Peoplework*, received endorsements from the CEO of Zappos and Gary Vaynerchuk, who wrote the foreword.

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