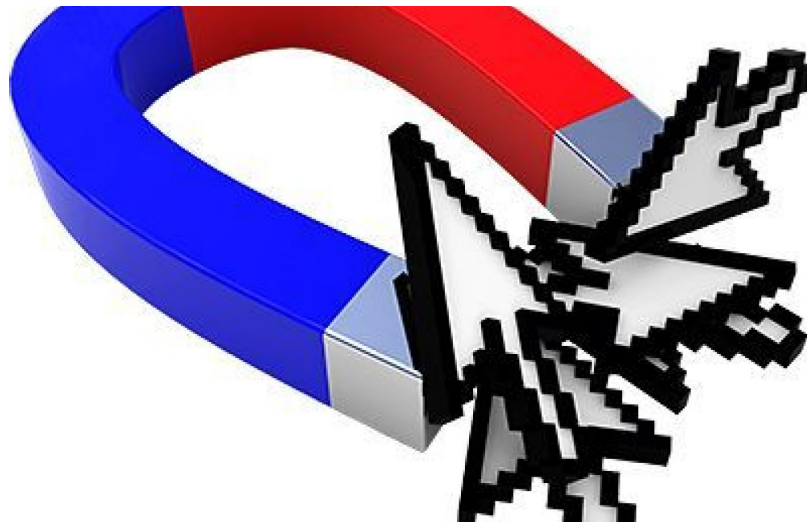


Dynamic Chiropractic



YOUR PRACTICE / BUSINESS

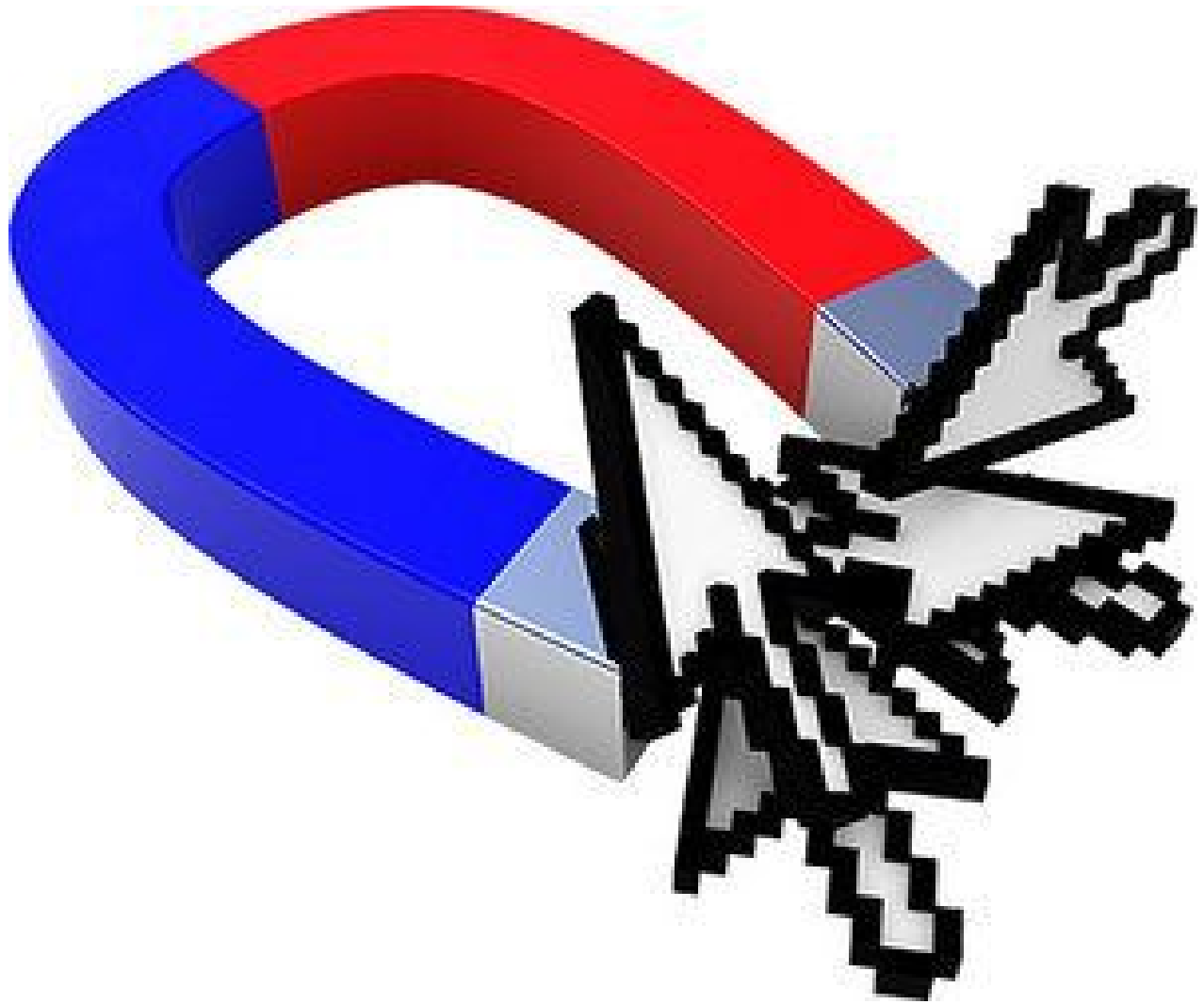
Design the Perfect Traffic Magnet

Stephanie Beck

We're already into the second quarter of 2015 - have you made any changes? We are all familiar with Einstein's definition of insanity, so how are you going to get big results without doing anything different?

In 2013 and 2014, the theme was, "The money is in the list." If you had a big email list, the assumption was you were really making some "cha-ching." But having thousands of email addresses doesn't equate to thousands of dollars in profit. This mimicked the same false hope that building a big fan base of followers on social media was going to get your updates to the front of all the [news feeds](#).

As I shared throughout 2014, social media it is all about engagement (fans taking action). High engagement gets your updates to the top of all your fans' news feeds. We know our space on all social media platforms is leased; we don't own those platforms or have 100 percent control of how they function. So in 2014, we worked to develop social media pages to entice our followers to something we *do* have 100 percent control of: our website or landing page! The focus for 2015 is making sure your website / landing page is optimized to capture, engage and convert those savvy leads into customers.



A Plan of Action

I'm recommending we modify the saying, "The money is in the list" to "The money is in the *active* list!" An email list, or any traffic, for that matter, is worthless if no one ever books a service. If we want to avoid insanity in 2015, we need to make some changes in our marketing plan so we can expect to have different results. Investing time, money and effort into driving traffic to your website through SEO (search-engine optimization), advertising (both online and offline), social media, customer referrals or creating goodwill within your community, will be fruitless unless you have a good sales funnel.

Those leads will ultimately arrive at your website ready to take action; but if your website isn't inspiring them to *continue* taking action, well, that's the equivalent of running a marathon and quitting the last 200 meters. It really does you no good to have a big email list unless they are action-takers.

Today's online and offline visitors are very savvy about who they want to have their contact information. In order for your voice to be heard, especially above all the "spammers," you need a good offer. This is what I like to call a "*traffic magnet*" - something that captures, engages and converts more of your website traffic into customers.

Traffic Magnet 101

What is a traffic magnet? A traffic magnet is the *free item* you are offering on your landing page or

website to attract your *ideal* audience so you can capture their contact information. The primary job of the traffic magnet is to turn your traffic into leads by getting them to join your mailing list.

"Sign up for my FREE email newsletter" is still the most common traffic magnet used on most websites. Now be honest: Are you currently using the "Sign up for my FREE email newsletter" as your offer? That may have worked five years ago, but if you are being honest with yourself, when was the last time it actually produced a healthy number of website visitors to register? I'll bet you haven't seen healthy numbers in months (possibly years).

Another flaw: For the majority of website owners, that offer is positioned on the sidebar of your home page or buried below the fold of your website, instead of big and bold in the main header or right below the navigation bar; or on its own separate [landing page](#). Is that where your traffic magnet is located? If so, it is well beyond time to stop the insanity.

Why should you update your traffic magnet? Because a properly built traffic magnet can easily *double*, if not *quadruple* your conversion rates. Instead of just getting them onto your email list, you can actually get them to take action and become patients on your adjusting table!

Before moving forward into the details, let me be clear that you do *not* want to make outlandish claims or offers of items you simply can't provide. This really should go without saying; however, I keep seeing practitioners making claims and over-promising results they can't possibly deliver. Therefore, make sure you are staying within the ethical and legal guidelines of what you can say and do. This means staying within your scope of practice. Reference national professional organization sites that provide consumer-based benefits to make it easier; they offer research, statistics and lots of consumer benefits you can use as a basis for your free offer. Additionally, when you use the information, be sure to properly cite the sources. This helps build your credibility and authority with your followers.

Designing the Perfect Traffic Magnet

OK, now that we have that out of the way, are you ready to learn the top three secrets for designing the "perfect" traffic magnet? Here we go:

1. Appeal to your very specific IDEAL audience. I recommend you offer a very specific benefit or solution to a very specific problem. For example, if you are offering a free report that tells about the benefits of chiropractic, instead of saying, "Opt in for our FREE report on the top 5 benefits of chiropractic," I recommend something like, "Here's the TOP 5 ways to feel better in 2015 - absolutely FREE!" Or you could start by saying something like, "For people who are looking to FEEL better and get HEALTHY in 2015..." or "Warning: this report contains nothing but 100% ways to get healthy and FEEL better that you can put to use today and see almost immediate results!"

You have to know who you are targeting and what problem(s) you are solving. Obviously in the example above, the report would have to include some information about feeling better and getting healthy. That could mean reducing pain, being more relaxed, decreasing stress, sleeping better and having more energy. Would most people equate those benefits with "feeling better" or fit their definition of "getting healthy?" We know chiropractic care can provide these benefits for most people. Therefore, in your free report, be sure you provide stats or research that supports those items and draws the proper (legal and ethical) conclusions for your readers.

By the way, a free report is still the No. 1 traffic-generating magnet used today. In the past, you may have heard it referred to as a "white paper." By definition, a white paper is a short, written

document that contains information designed to help your ideal audience solve a problem or learn something new. Keep it simple and reference legitimate data on the known benefits of your care.

2. Keep your traffic magnet offer simple. Don't confuse your visitors by offering "too much." Simple offers convert best, so make your traffic magnet easy to explain; for example: "The 3 simple ways to decrease back pain." Of course, this only works if your ideal audience experiences pain (but honestly, who doesn't experience back pain?). Do you see how this headline is addressing a major problem chiropractic could help resolve?

If the offer is too complicated to consume or too complicated to see results, you run the risk of your ideal audience getting frustrated and opting out without scheduling an appointment. Offer your ideal patients the solution to their biggest problem! You know what I'm talking about: that problem that keeps them awake at night.

3. Increase the perceived value of your traffic magnet. The higher the perceived value, the higher your conversions. You can do this simply by modifying the name, adding some images or increasing your deliverables. For example:

- If using a video, maybe reference it as a "training video."
- Consider calling it a "course" instead of a "report."
- Offer a "training video" and a "cheat sheet" (a PDF of the main points).
- Create a fancy graphic that "shows" the traffic magnet offer - a picture of the report that looks like a physical book they download.
- Include [mp3 recordings](#) and written transcripts if you are offering a "training video."
- Create a "training video" of your "course" if your offer is a written report.

The goal is to deliver real value in your traffic magnet. Remember, if you overpromise and underdeliver, your ideal audience isn't going to be impressed. The consequence: more than likely, they will never become your ideal customers. You want your ideal audience to think, *Wow, if this is what they give away for FREE, I can only imagine how great their services are!* Always lead with your best stuff and leave them wanting more.

When you create your traffic magnet offer to pre-sell people on the idea of booking your services, they get comfortable with the idea of becoming your patients. Your traffic magnet is a great way to get new visitors to know, like and trust you as the expert and someone they want to consult with for care.

There are more steps to creating an effective sales funnel, but these three should help increase action-takers on your email list, prepping them for conversion. We have begun our 2015 journey; I look forward to your company as we take the steps together.