

What are You Doing to Snag Your Visitor's Email?

By Teresa King

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It's amazing all the businesses on the net that don't have a newsletter or an autoresponder course.

When you are ready to do business, you just can't rely on sending a person to your site once and expect a sale. The person comes, looks around, and disappears.

How much money, time or both did you spend to get that visitor to your site? Don't let them slip away without putting an effort out to reach them again.

Consensus say that it takes at least 7 times for a visitor to see your product before they purchase. Now, how can you get them to see your site 7 times, if you don't have your site set up to capture the email of your visitor?

This does not in anyway mean that you should use nasty unethical tricks to get that email. It simply means that you need to have something to entice them to sign up for something for free from you so that you can contact them again.

These are a few ways to capture your visitors' email.

- * Start a newsletter
- * Set up a Tell a Friend
- * Offer a free download
- * Offer a free email autoresponder course
- * Offer Weekly Tips and Tricks
- * Offer a contest

None of the above are hard to set up, and it is surely worth your time to do them.

If a decent website gets 4 sales out of 100 visitors,

why not increase those odds? How many targeted people have come to your site? How many visitors do you need to make one sale? How many of those visitors do you feel you could turn into a profit just by sending them an email course or having them sign up for your newsletter?

Automate your website, it is less work in the long run, and more sales for doing so.

Now, let's try that question again. What are You Doing to Snag Your Visitor's Email?

Teresa King is a successful online entrepreneur who is the author of several online eBooks. Her latest, co-authored with Patty Baldwin is Auto Responder Secret Courses. <http://www.secretcourses.com>

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