

*flow*

---

**GET MORE LEADS  
BUILD AN EMAIL LIST  
GROW YOUR BUSINESS**

---

**Stand Out From the Crowd**



Getting your website to create more leads or produce more sales can be very frustrating...

This is a checklist for you to follow, which will give you the foundation you need to improve your website.

To get more leads, grow your email list and ultimately more sales.

One of the most frequent questions we hear is “how do I stand out from the crowd”. These 5 steps will make it happen for you.

# 1) Attract - Who are you here to serve?

- Do you understand their problems and can you articulate them?
- Do you present the solution to their specific problem?
- It's not all about your product, focus on the transformation it gives

*Understand your target market by picking out the one person who is your ideal client.*

*Delve deep into their problems, and find out what will make them happy.*

*Discover the mental triggers that will get their attention.*

Example:

The image shows a website landing page for a business protection service. The page features a woman in a blue apron and glasses standing in front of a glass door with an 'OPEN' sign. The sign also says 'NOW we are OPEN' and 'support local businesses'. The website header includes a logo 'D' and navigation links: HOME, START HERE, SHOP, ABOUT, BLOG, CONTACT, MEMBER LOGIN. The main headline reads 'Protect your Business at a Fraction of the Price'. Below the headline is the sub-headline 'So you have the freedom to focus on making your business thrive'. A blue button says 'GET COVERED LEGALLY'. Annotations highlight key elements: 'Addresses Problems: Legal Protection and Cost.' points to the headline; 'Transformation: Freedom to focus on what they do' points to the sub-headline; 'CTA: Clarity in the button' points to the blue button.

**Addresses Problems:**  
Legal Protection and Cost.

**Transformation:**  
Freedom to focus on what they do

**CTA:**  
Clarity in the button

GET COVERED LEGALLY

If you want help getting started...  
Email - [hello@flow-online.co.uk](mailto:hello@flow-online.co.uk)  
Or book a free 20-minute call.

## 2) Lead Capture - Why should prospects listen to you?


- Do you solve their need to keep their interest?
- Do you know why there is a right place to put key messaging?
- Do you know what to say and where to put your sales message?

*When a visitor lands on your page they are not interested in 'what' you have, yet.*

*Demonstrate that you understand their problems and that you can talk in their terms and language.*

*If you truly 'get it', and you can show them the transformation that working with you gives them, they will assume you have the solution.*

Carolyn Taylor

[Home](#) [About](#) [Your Therapy](#) [Contact](#) 



### Local Hypnotherapy Treatment

You've tried everything, I know

You're struggling to make that change and it feels as if you're battling against yourself, grappling with your 'weak nature', your 'lack of willpower', and it's just so damned hard – every time.

But... What if there was a something that, if you let it, would completely transform your ability to achieve the results you want – easily and effortlessly?

- No more relying on 'willpower'
- No more relying on 'self-control'
- No more relying on 'positive thinking'

What if you had access to a process that would radically tip the odds of success in your favour, and all you had to do was to sit back and relax?

Emotional triggers in the Right Place



### 3) Lead Magnet - A gift that is valuable and relevant, but not a discount?

- Do you know what to offer in exchange for their email address?
- Does this solve a problem for them?
- Do you have a plan for continuing the relationship?

Visitors are rarely ready to buy from you straight away, so you need to stop them from browsing to a competitor.

When you have identified their problems you can offer them a 'quick win' solution that will be of great value to them.

Once you have their email address you can extend the conversation by giving even more value, at the same time building trust and authority with every email.

The screenshot shows a website for 'Nature's Beeswax' with a navigation bar (Home, About, Why Beeswax, Candles, Skincare, Shop, Contact) and a shopping cart icon. The main content area features a large image of a wooden bowl with a honeycomb. A central white form titled 'A GUIDE TO Healthy Skincare' is overlaid on the image. The form includes a pink callout 'Give a Reason to Stay' pointing to the title, a yellow callout 'Offer a Valuable 'Quick Win'' pointing to the text 'the Free Healthy Skincare Guide', and a blue callout 'After they subscribe: Build Trust and Authority with Email' pointing to the form's content. The form text reads: 'Enter your email address to receive the Free Healthy Skincare Guide, product updates and loads of other great goodies!', followed by an email input field and a 'GET THE HEALTHY SKINCARE GUIDE' button. A privacy notice at the bottom of the form states: 'By entering your email we'll also send you related marketing emails subject to our Privacy Policy. You can unsubscribe at any time.' Below the form, the website's footer includes the 'NATURE'S BEESWAX' logo and the heading 'Natural Beeswax' with a paragraph: 'We create products – such as candles and skincare – with Cornish beeswax produced with this beautiful natural product that not only promotes our own personal health and wellbeing but also for our environment too.'

## 4) CTA - Call to Action - Ask your visitor to take action.

- Is your sign up enticing and in the right place?
- Do you have a pop up strategy to stop them leaving?
- Are your prospects taking the action you want?

*You have spent time, money and other resources getting visitors to your website, so don't waste that by just letting them go.*

*If they are leaving your page an exit pop-up with a free offer can entice them to engage with you - what do you have to lose?*

*This Lead Magnet you are offering must solve a problem they have, so put that on the button, you will get more clicks.*

The image shows a screenshot of a website landing page for 'flow'. The page features a navigation menu with links for HOME, MARKETING, ETHICS, CASE STUDIES, ABOUT, BLOG, and CONTACT. The main content area has a dark background with a hand holding a pen and a funnel graphic. The text reads: 'CAPTURE EVERY OPPORTUNITY Repair the Sales Funnel'. Below this is a pink box with the text 'Get their Email Address' and a form with the placeholder 'Enter your best email address' and a play button. To the right is a tablet displaying the 'flow' logo and the text 'To Capturing Leads'. Below the screenshot are two callout boxes: a yellow one labeled 'Make the CTA Obvious' pointing to the email form, and a blue one labeled 'Solve a Problem with a Lead Magnet' pointing to the tablet. At the bottom left, the text reads 'Website Lead Capture Plug all the holes and gaps, to produce more regular hot leads'. At the bottom right, there is a green graphic with a globe, gears, and a cloud, and a red arrow pointing up and right. A small 'Privacy - Terms' icon is also visible.

**flow**

HOME MARKETING ETHICS CASE STUDIES ABOUT BLOG CONTACT

CAPTURE EVERY OPPORTUNITY  
**Repair the Sales Funnel**

Get their Email Address

Enter your best email address

flow  
To Capturing Leads

Make the CTA Obvious

Solve a Problem with a Lead Magnet

**Website Lead Capture**  
Plug all the holes and gaps, to produce more regular hot leads

Privacy - Terms

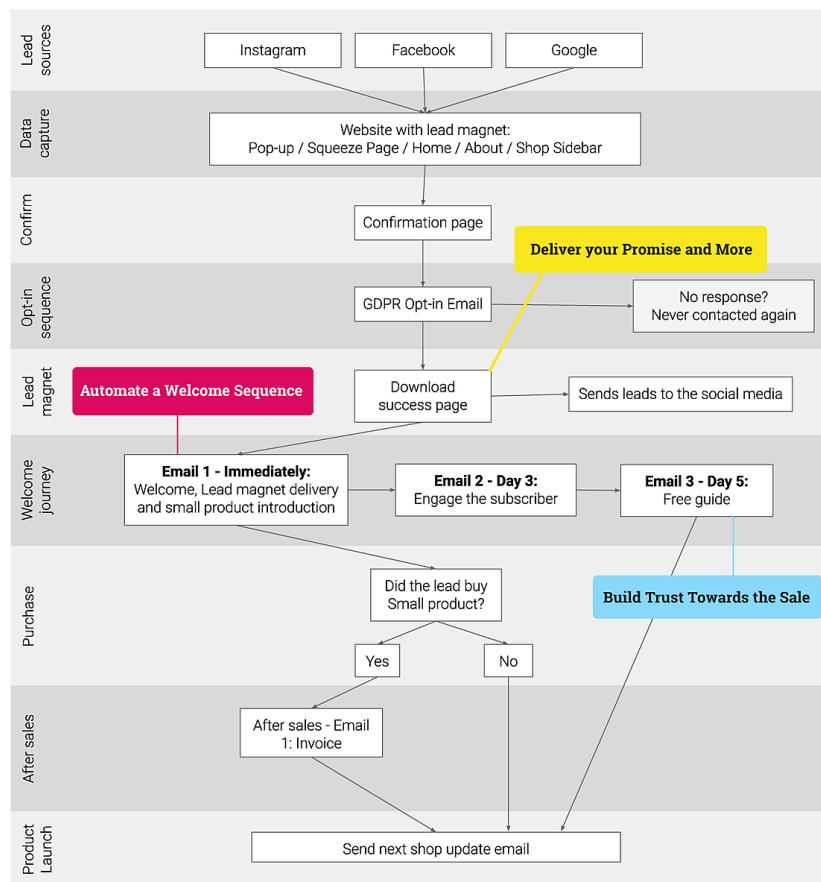
# 5) Sales - Trust - Have you built an online rapport?

- Do you have an email welcome sequence, and is it automated?
- Is your lead magnet ready to be delivered and followed up?
- Does it spark action and lead on to a sales sequence?

Your welcome sequence should be automated but it must be friendly to build on the relationship.

The Thank You page and the Lead Magnet delivery email are very important to deliver on your promise and to over-deliver, which builds authority.

Your emails keep giving valuable content, and when you are ready to launch a product they will be ready to listen to you.



# Why?

Building a good looking website is important, but it should not be the main focus, if you hit the right mental triggers a visitor will stay despite how it looks. The tendency is to display what you have, and the temptation is to try to sell to the visitor straight away. But...

## We don't do that face to face.

First we show understanding, empathy, and display a willingness to help. Then we nurture the relationship, slowly building on the foundation of trust, to create loyalty and authority.

## When you can do this online you will 'stand out from the crowd'.

If you answered yes to all of the questions here, then well done! You understand how to create sales through your website. If you want to improve what you have, let us know and we will take a look.

**We are a small, agile team with decades of business and online marketing experience. Our marketing strategies and techniques have helped many people reach targets they never thought possible.**

**If any of these points stand out for you, and you want some help to get started, just contact us.**

**Email - [hello@flow-online.co.uk](mailto:hello@flow-online.co.uk)  
or book a free **20-minute call**.**