

# How do I buy?

Giving your visitors confidence in you and your program.



Authority: \_\_\_\_\_

Expertise: \_\_\_\_\_

Incentives: \_\_\_\_\_

Guarantee: \_\_\_\_\_

Testimonials: \_\_\_\_\_

Credibility: \_\_\_\_\_

Bonuses: \_\_\_\_\_

Category-specific details: \_\_\_\_\_

Urgency: \_\_\_\_\_

Special pricing: \_\_\_\_\_

Fear of Missing Out: \_\_\_\_\_

## Bonus: 3-Second Test - Image Strategy

Use free images but don't use images that distract your visitor's attention from your call to action. Instead, use images that compliment your unique marketing message to capture and direct your visitor's attention to your call to action.

