

Value
₹ 799.00

Ashish Pawar's

Seven Essential **ONLINE** **MARKETING** Secrets

How The Top 1% Of Business Owners Use The Internet Differently

If you are like most people in business today, you are finding it harder than ever to get the kind of results you are looking for.

It's harder to get new business.

It's harder to sell to the customers, clients or patients you already have

And it isn't going to get easier any time soon.

At least, not if you are going to keep doing the same things like everyone else is doing, and maybe the same things that you yourself have been doing for the last few years.

The fact is, no matter what industry you are in, if you looked across the spectrum of your peers and competitors and picked 1000 of them around the world, here is what you would find: 700 to 800 doing okay, 100 struggling, 50 or 60 doing very well and only a handful, maybe 3 or 4 doing incredibly well compared to everybody else.

Why is this?

What makes the difference?

Is it magic? Some kind of special treatment by governments and regulators?

Or is it all luck?

It's a puzzle for every business owner in every industry and one I have spent a lot of time *seeking* and *discovering* the answer to over the last 12 years.

It boils down to these two simple questions:

1. What is different about highly successful business people?

2. What are they doing differently?

Before I answer these questions for you, let me share with you who I am (but you can skip this part if it's boring) and why your business will benefit if you keep an open mind to the knowledge and strategies I am about to share with you.

While I cannot promise specific results, as I don't know you or your business yet, I do promise you that it is possible to increase your business by between 50% to 250% just by adopting some fairly simple online marketing strategies.

So who am I? And how can I so confidently make such claims?

My name is Ashish Pawar, FOUNDER of Headway Learning Strategies. I have spent the last 12 years working with business owners and entrepreneurs sharing with them how to duplicate the success strategies of the top 1% of businesses, giving them huge improvements in both turnover and profits by the simple application of some surprisingly simple and basic strategies and techniques.

My primary businesses these days are three:

1

Consulting, with corporates, entrepreneurs, solopreneurs, small business owners, family owned business, sales organisation, sales professionals, and agents etc... as well as with clients in many diversified fields. The majority of the work goes beyond a day or two, to defined projects and/or continuing relationships. I do about 15 to 20 days for brand new clients each year. I have a handful of clients with whom I have had on-going relationships or reoccurring project work.

2

Copywriting, with corporates, entrepreneurs, solopreneurs, small business owners, family owned business, sales organisation, sales professionals, and agents etc... as well as with clients in many diversified fields, including health and nutrition, financial services, and investments, business opportunities, and retail.

3

My "Headway Learning Strategies" business, basically it is a newsletter, boot camps, and tele-coaching/coaching groups business, largely built from my speaking. In addition, under its umbrella, I occasionally create little "publish on demand" projects, like writing, publishing and selling books.

My work revolves around taking the knowledge I have gained in my wide experience over many industries and condensing it into information you can put to work for you, in both your regular marketing and your internet marketing.

But one thing is certain, there have been a lot of changes over the past 12 years and none has had such a dramatic and powerful impact as the Internet.

It's become something of a 'Holy Grail' for many business owners. Sometimes they have suffered loss because they simply get their online marketing wrong.

In a world which is very focused on the Internet, I see websites and website strategies as a big challenge for many entrepreneurs. We are caught in a paradoxical situation and many businesses are starving in the midst of plenty.

On the one hand, there is huge potential in your website and in Internet marketing. A few fairly straightforward steps make a huge difference.

Yet on the other hand, you are bombarded by people making over-the-top claims about what can and can't be done on the Internet. It's a real minefield and if you were to reap the kind of rewards you want, you need to tread carefully.

It's hard to know whom and what to believe. What's more, things seem to be constantly changing. What worked yesterday may not work today. And if it works today, will it also work tomorrow?

So, in this report, I clarify some of these claims and give you specific pointers on how to get some very dramatic increases in your website results with some essential online marketing strategies.

What Are The Fundamentals?

I always aim to increase business owner's online sales by 50% to 250%. I accept it's a bold claim.

But I stand behind this claim because my experience with hundreds of businesses has shown it to be true.

You can do this, provided you have a business selling something people actually want.

If your business meets this simple criteria, then you have a lot more potential in your Internet and email marketing strategies than you may think.

I worked with close to 367 business owners and I have seen again and again how simple and straightforward changes to a few fundamental elements make a big difference in online sales.

Even with this said, you might think an increase in online sales of 50% to 250% sounds like a big claim. But let me share some basic statistics with you.

There are two very specific elements to your online strategy. People get them mixed-up into one but they are very different.

First process is of attracting people to your website. That's the obvious and it's what we all think about. But that's only half the story.

The second, and most important element is your conversion strategy. You want as large a proportion of visitors to your site as possible to convert to paying customers, clients or patients.

So your strategy needs to be two-fold:

1. Get the maximum number of people to your site; and

2. Increase the conversion rate.

The second one is where the challenge lies for many people.

As we go along in this report, I will outline some simple ways to get lots more people coming to your site. It's really not that hard to get decent numbers of website visitors.

The real challenge is to convert them into clients and customers.

That means that 99 out of 100 visitors to your site may leave forever, without ever making contact with you. Another way of looking at this is to say 99% of the money you spend in getting people to your website is *wasted*.

Now, suppose we could increase the number of people coming to your website by 50% using a strategy we will cover in this report? Then suppose that once they are there we could get a 50% increase in conversion? (In a moment, I will show you how to do that too!)

What's interesting about this is that you don't end up with just the 50% increase. It's like compound interest. Think of it like this.

Let's say that every week, 100 people come to your website and 10% of them become customers. That's actually a very high figure but it's easy to work with.

If we increase your number of website visitors by 50%, then instead of having 100 visitors each week, you will have 150 visitors.

If we then increase your conversions by 50% you will have a 15% conversion rate instead of a 10% conversion rate, meaning you will have 22 customers as opposed to just 10.

That's an increase of over 100%!

In other words, to double your online sales and profits you don't have to double the number of people coming to your site. A 50% increase in visitors plus a 50% increase in conversions doubles your sales.

The good news is, this figure is very achievable for all of us and doesn't necessarily take a lot of work.

The great news is it's likely to be even higher for you after you implement my strategies. I see higher results achieved every day by all sorts of businesses whom I consult.

I have seen some fantastic success stories; people getting returns sometimes in the hundreds and even thousands of percent.

In this Report, I share with you the online marketing strategies they used to do that.

Of course, I can't make any promises to you. It all depends on your ability and willingness to implement the strategies I share with you here.

**Enough with the statistics,
Mr. Ashish T Pawar. Give me specifics!**

Let's get into the meat of what we are trying to achieve: more visitors to your website and a higher conversion rate once they get there.

I have identified *seven specific online marketing strategies* to help you improve your visitor count and conversion rate. *Any one of these would be valuable by itself, but you have all seven here to benefit from and put to work for you in your business.*

Here they are:

1. Use multiple online marketing approaches to attract visitors to your website
2. Make sure your website passes the 8-second test

3. Use the lead generation model
4. Make email marketing personal and frequent
5. Combine online and offline marketing
6. Streamlining your checkout process
7. The mobile revolution – WhatsApp Marketing

Let's take them in turn.

#1

Use Multiple Online Marketing Approaches To Attract Visitors To Your Website

It seems like basic common sense to use multiple online marketing approaches to attract visitors to your site, but you would be surprised how few of you do this as well as we could.

Let's look at some of the options.

- 1. Pay-per click advertising*
- 2. Focus on one-way links to your website or salespage*
- 3. Articles, Features, and Traditional Advertising*

What's pay-per-click advertising?

I passionately believe pay-per click advertising is the single most important shift in the entrepreneurial marketing world this century.

I am sure you are familiar with pay-per-click advertising, as it's sometimes called Facebook Ads or Google Ads although there are others too. Technically you pay only when someone clicks on your ad, and you can easily measure your results.

Pay-per-click's success is a result of its laser-like, focused, precise model of reaching people who are interested, right now, in what you have to offer.

Let's look at an example of how it works:

Suppose I own a hotel in Maldives. My target customers are people who are looking for a hotel in Maldives while they are vacationing or visiting on business in Maldives.

If I can get my ad to appear at or near the top of the results when they do that, I have a way of reaching these highly qualified customers.

It's unbeatable.

Focus on one-way links to your website or salespage

Now I don't have to tell you how you got this report or my Business Growth Tool kit. It's simple, there was a link given to you and you have link on that link and that link opens up in a salespage which as all the information.

You have to be laser-focus on promoting just one single link or salespage that sells your product or service.

Articles, features, and traditional advertising

Next on this list is – articles, features, and traditional advertising.

I would suggest that a very important part of your business growth in the months and years ahead is going to be an ongoing, permanent online campaign.

At the end of each of your articles, you will have a link back to your website or salespage which encourages people to click on it and visit your site.

Don't overlook traditional advertising as part of your overall Internet strategy. There is still a tendency for you to think of the Internet as a sideline.

I urge you to move away from that kind of thinking. Your business and the Internet are inextricably entwined. They are one.

The Internet is not about a website. It's not about an email campaign. It's about the fact that the Internet is your direct line of communication.

It's your two-way communication with your customers. It's a multimedia form of communication. That's how you want to think about it.

#2 Passing The 8-Second Test

The second of our seven essential online marketing strategies is to make sure your website passes the 8-second test.

As you can imagine, it's worth a huge amount of money to big corporations to know how people behave on the Internet.

They want to know *what people like, what they dislike, what they do and what they don't do*. These corporations have spent crores of rupees researching this.

Most of this information is in the public domain and you and I can access it.

This is really cool because the same information they gather for their corporate website is just as applicable for you on your website.

Researchers found that when people arrive at a website, on average 50% of them will leave that website within 8 seconds.

In other words, when someone arrives at your website, if you don't do something within 8 seconds to keep them there, at least 50% of them will leave. That's just an average. For you it might be 60% or 70%.

Think about how you surf the web. Think about the phrase "surf the web". It means you go from one site to the next, to the next.

The metaphor everybody heard when the Internet started was: "The internet and your website are like a big shopping mall. Everybody comes and gets to browse your shop".

But what if everybody is whizzing around the mall at 45 miles an hour? They are not going to find time to stop at your window. That's what it's really like.

Make no mistake, you and I have a huge challenge.

We have to make sure that within 8 seconds, you grab our visitor's attention and keep it.

It's no mean feat and there are a couple of things you really need to pay attention to. When you think about your website, your homepage or whatever page you send people to, ask yourself: "What's the headline?"

What grabs me when I arrive at your page? If you have a good headline, it keeps people reading.

Use headlines and information above the fold to grab the reader's attention

If you don't have a headline in the form of words, then your headline is whatever greets me when I arrive at your page.

That could be a logo, a graphic or a piece of blank screen. We all have the equivalent of a headline. If you have nothing to grab the reader's attention, they will be gone.

Remember: the headline is the first thing to grab and entice your visitor. It is what's going to stop me from surfing to other sites.

If you don't have a captivating headline to keep the visitors there, just making that one, small change will make a big difference for you.

This plays directly into the 8-second rule. Not only are people going to give you just a few seconds to get their attention but a good proportion of them will not even bother scrolling down the page if you don't give them a good reason to.

Put yourself in your customer's shoes

Step out of your own shoes and into the shoes of your potential customer.

What are they interested in?

What worries them?

What concerns them?

What keeps them awake late into the night staring up at the dark ceiling thinking "if only...?"

The big mistake many website owners make is they are too close to their businesses.

In short, your customers have a self-interest and it needs meeting!

If you can meet that self-interest by talking directly to them about their lives, their problems, their challenges and how you are going to resolve those problems and challenges, you will have a huge advantage.

My challenge to you is go to your website as if you were a first-time visitor. Be tough on yourself.

Ask yourself whether you are really captivating people in those first 8 seconds in a way that keeps them there and will keep them as customers.

#3

Using A Lead Generation Model To Attract Customers

The third of our seven principles illustrates a key change in Internet marketing in the last few years.

It is essential that you understand lead generation versus a sales model. It's virtually impossible to have a stunningly successful website strategy without it.

The sales model is the traditional advertising model. It's the way we were told the Internet would work.

The metaphor was the Internet is a huge shopping mall and people are going to come along and browse. As you may have discovered by now, that's not how it works.

The truth about the traditional sales model on the Internet

Here is a problem: *only 1% of people do anything when they get to a website.*

Let's say you pick a website at random and do some calculations. You will find 1% of the people who visit stay, while the other 99% disappear. Why do they disappear?

They look at the website and it's actually a really nicely designed site. The copy is not too bad. It's a good, reputable business.

Why would 99% of people leave?

The answer is very simple.

It's too quick. It's too much, too soon. If you are surfing from one site to another, the idea of stopping at this particular site and handing over your money to people you have never met and don't know is a big step.

It's not that you can't do it. You can get up to 2%, 3% or 4% of people to buy - conversions, in other words - but it's a huge challenge.

The good news is that there is a model that works wonderfully online, and lets you use the Internet to begin and maintain profitable relationships with customers.

It works pretty much across the board, whether you are a small or large business and whether you sell products or services.

It's called the "the lead generation model".

If you are not familiar with sales-speak, a "lead" is just someone who is a prospective customer. They are not customers yet because they haven't made a final decision. They are leads.

They are strong prospective customers, or prospects. Lead generation is the process of generating those leads. The question is, where do you get those leads?

A revolution in Internet marketing

Here is the big revolution in Internet marketing in the last few years: switch your website from a traditional sales model that just sells stuff to a leads generation website.

The purpose of your site is not to get people to buy things immediately. The purpose of your website is to begin a relationship with them. This is a key distinction.

It's no exaggeration to say that it can revolutionise what you are doing online.

There are a few exceptions. If you are a purely online store, obviously you are going to be going for the sale. But you can and should still incorporate elements of this strategy.

And here is the key:

Begin the relationship by giving

It's that simple. Rather than trying to sell stuff or immediately get them to part with their money, shift your thinking 180 degrees.

Begin the relationship by giving first.

Imagine this: your visitors have been surfing from site to site and they finally arrive at your website.

Your message is, *"You don't know me yet but I think I have something that's great for you. I am so confident about it I don't even want your money. I want to give you something of significant value. I am willing to do this and take on the cost of it. If you accept this from me and find it useful, it's my hope that you and I will have a long-term relationship".*

Give visitors to your website something in exchange for their basic contact details, like their name, mobile, email, profession, and address.

#4 Email Marketing: The Missing Link

The fourth online marketing strategy is email marketing.

Email marketing is the vital missing link and there are some huge myths going around about it.

One of the myths is that because of the spam issue people don't want to receive emails.

This is simply not true.

People don't want to receive spam because they don't want to receive emails from people they have no relationship with.

More to the point, they don't want to receive boring emails and they don't want to receive emails continually trying to sell them stuff they don't particularly want.

However, they do want to receive interesting, useful emails from people they have relationship with.

So, don't overlook the power of email.

Lastly, frequency is important. One thing I notice again and again is people are not sending emails frequently enough.

If you are not emailing your customers at least once a week, you are almost certainly losing out. But a few words of caution: I don't mean you should send a sales email every week.

For example, in one month you could send two sales emails and two emails containing useful information. Or simply saying "thanks for being a customer". It's amazing how far a little appreciation goes.

#5 Create An Instant Connection With Video

The fifth of our seven essential online marketing strategies is that you must be using video on your website.

Let's not beat around the bush; marketing is becoming more and more difficult, niches are becoming crowded, prospects options are increasing and building genuine bonds with people online is becoming progressively difficult.

But there is one way to have that key connection with your website visitor and that's through video.

When you are using video, it completely changes a visitor's perception of you; you are not hiding behind your logo, you are not talking jargon, you are being different to almost all your competitors, you are putting your face and personality on your website, which in turn, increases trust.

It's without doubt, one of most under-used conversion- increasing website strategies. Most commonly, the reason is due to the business owner fearing being on camera.

But standing in front of a camera isn't the only option available to you – there are numerous different video styles that you can use – all of which have their own unique impact.

What kind of videos can you use?

There are numerous differently styled videos depending on what you are looking to achieve and the line of business that you are in.

Three of the most popular options are:

1. **Face-To-Camera** – this is where the video is of you welcoming the visitor and personally introducing them to your business
2. **Testimonial Video** – this showcases a collection of video testimonials from your clients, building huge social proof
3. **Animated/Doodle Videos** – this is where you can share your message in an animated style or doodle style video

#6 Streamlining Your Checkout Process (If You Sell Online)

If you sell products online or drive people to order forms from purpose-built funnels, then I can confidently say that you are leaving so much cash on the table.

You see, if there is one page, which should be heavily split-tested and streamlined to convert at its maximum level, then it has to be your order form.

Every visitor that reaches your order form does so with good intentions, but it's likely that you are making silly mistakes that are detrimental to your sales.

Here are three changes that you can make to increase your order form conversions:

#1 Make it as easy as possible for the end user

How many websites do you visit with intentions of buying a product, but they put so many barriers in front of you?

When a prospect makes a decision to buy something from you, you want to make it as easy as possible for them to pay.

This means that you don't get them to register, you don't ask them for too much information and you don't confuse them.

Instead, you streamline the process and make it a few clicks.

Drive them straight to an order form, take minimal information and secure the purchase.

If you want to ask them to register, then do this after you have made the sale – *sales should always be priority.*

#2. Ensure you are transparent/trustworthy

Doubts about payment security are the fourth biggest reason for cart abandonment and is responsible for a 12% drop-off rate.

So, it's vital that you get it right.

But the biggest reason for cart abandonment is due to hidden postage / shipping costs.

A customer adds a product to their cart, heads to your order form and then realises that you are charging over-the-odds for postage.

It's vital that you are transparent with your visitors and make your pricing as clear as possible, as early in the cycle as possible.

#3. Your form must be visually appealing

This is becoming more and more important. Ugly/outdated looking order forms are perceived to be untrustworthy and massively harm your conversions.

A lot can be said for a well-designed order form. Simplicity is key.

Ensure the branding/style of your customer's journey effortlessly continues into the order form, keep the form as small as possible and only ask information that's required.

Have your trust logos at the bottom of the page and use space on the right-hand side of your order form to remind the prospect of the benefits of what they are purchasing.

#7 The Mobile Revolution

At the moment I am writing this, 50% of all Internet traffic is on mobile and that number is almost certain to grow year-on-year.

Yet, most web designers don't even give a second thought to what the website will look like on mobile.

They will tell you it's "mobile friendly" – but that doesn't mean anything – it has to be built to *convert on mobile*, which is a huge difference.

The way your website looks on mobile is far more important than how it looks on desktop.

Think about it. When a visitor reaches your website on mobile, what are they doing?

Are they sitting in Starbucks sipping a coffee? Are they sitting on a crowded train on their way to office? Or are they relaxing watching TV?

Understanding their behaviour and the way that they browse makes it easy to comprehend the importance of having your website optimised for mobile.

Think about how many times you have attempted to purchase something online using your mobile and ended up zooming in and out, struggling to work the order form or the number of times text has overlapped the page which leaves you swiping left and right.

Making it as easy as possible for your visitors to navigate and take action on your site is critical.

Finally...

I have you use these powerful online marketing strategies that can potentially have a rapid and significant impact on your website's performance and make your online strategy a stunning success

Have Gee mein Gee!



Ashish Pawar

"NO RISK"

Response Form

_____ Yes Ashish, I want to get a copy of the most valuable and unusual system for attracting qualified prospects, clients, or patients, entitled **"DYNAMIC MARKETING: For ALL Business Owners and Sales Professionals"**.

I know this SYSTEM will disclose the uncensored customer and client attraction strategies such as:

- *Unique and definitive strategies to "BUILDING A LIST" from scratch, this stuff could put you over the top immediately*
- *Business to-consumer AND business-to-business target marketing EXAMPLES described in complete detail—completely applicable and transferable*
- *A breakthrough approach to ATTRACTING top-quality prospective clients or customers to you... even if they are usually resistant to normal advertising, marketing or prospecting*
- *Why so many of your advertising rupees are wasted, and how to STOP BEING AN ADVERTISING VICTIM once and for all*
- *The key to getting past GATEKEEPERS TO DECISION-MAKERS and gaining their favourable attention*
- *A simple assignment that will EMPOWER you to craft and convey an irresistible message about yourself, your product, or service*
- *Unique "3-STEP SALES/PROSPECTING LETTER SYSTEM" that works for new customer attraction in any business*
- *3 Steps to exponentially MULTIPLYING YOUR REFERRALS, much easier getting other people to rave about you—and it doesn't cost you anything*

PLUS fast action TWO BONUSES such as: **"How To Print All The Money You Want Legally"** and **How To Solve All You Advertising, Marketing, And Sales Problems, Fast & Forever"** which I know... NOT TO BE MISSED!

_____ I understand that otherwise it sells for ~~₹2997~~ but I will get this SYSTEM for just **₹1498.50** (plus shipping & handling) and I could see a **substantial and immediate increase in my business**. However, if after receiving *DYNAMIC MARKETING* I am not completely satisfied **I can still receive a full 365 days 100% refund, no hassles, no questions asked.**

PLEASE WRITE CLEARLY

Name _____ Business Name _____

Address _____

City _____ State _____ Zip _____ E-mail _____

Phone _____ Fax _____

Credit Card: ____ Visa ____ MasterCard ____ American Express

Credit Card Number _____ Exp. Date _____

Signature _____ Date _____

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