

A top-down view of a desk with various items: a laptop keyboard in the top left, a potted plant with long green leaves in the top right, a cup of coffee with foam and blueberries in the middle left, a smartphone in the bottom left, and a spiral notebook with red heart drawings in the bottom center. A white mouse is partially visible in the bottom right.

Turning Digital into Dollars

Presented by: Heather Porter



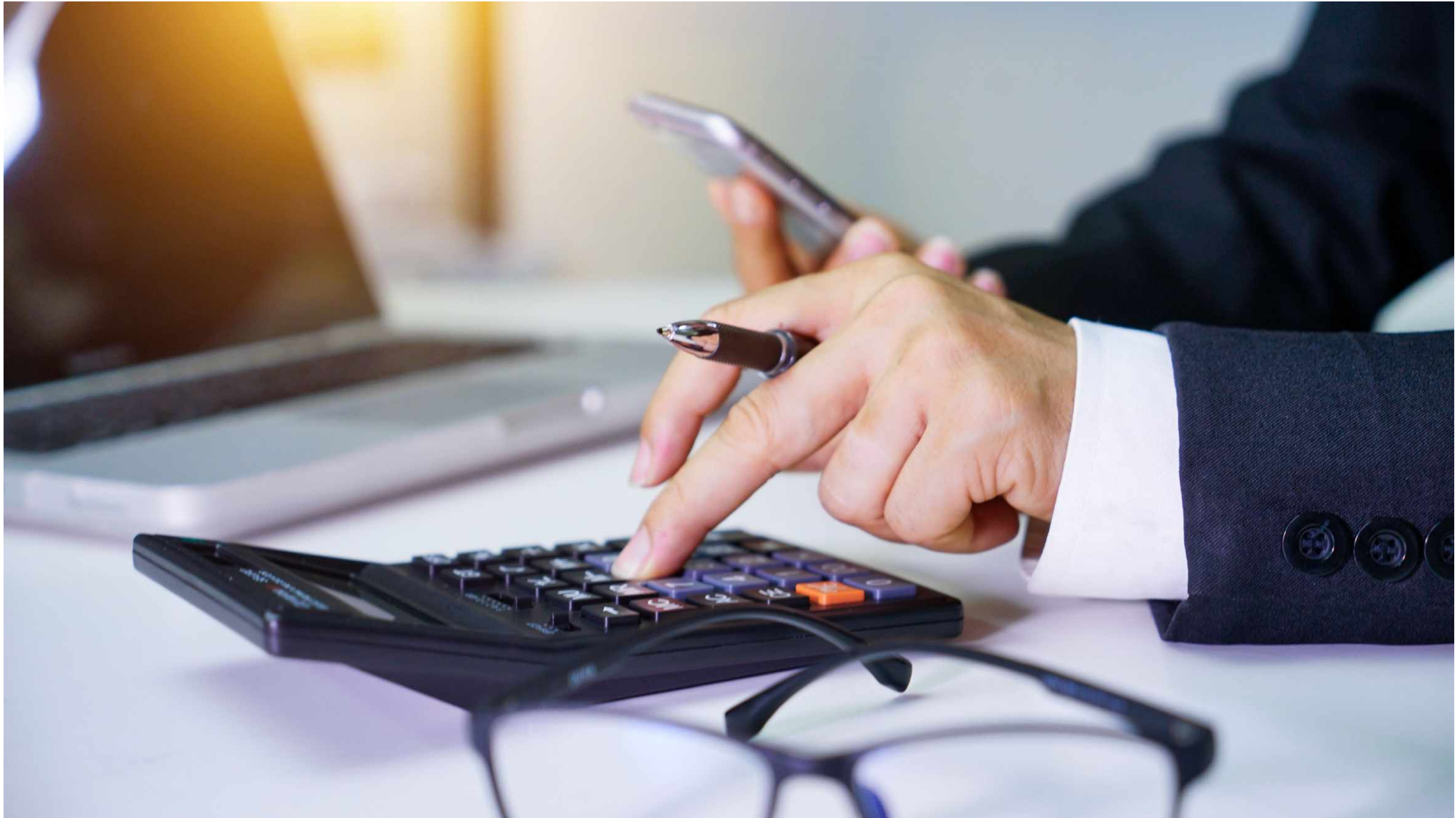
WHAT'S AHEAD

- Local business panel
- Why you need to use the customer journey in your marketing
- The website formula to get leads, bookings and sales for your business
- The importance of email marketing
- The content you need to increase conversions
- What and when to post on social media to get the best results



Heather Porter

- Founder of website development and social media marketing company, Website Love
- #1 Amazon kindle bestseller, co-author of 4 business books and host of That Social Media Show on the Bizversity App used in over 100 countries
- 1 of 8 Facebook Community Trainer's in Australia/New Zealand
- Certified media buying professional for Facebook
- Teach of Digital Marketing at the University of Sydney

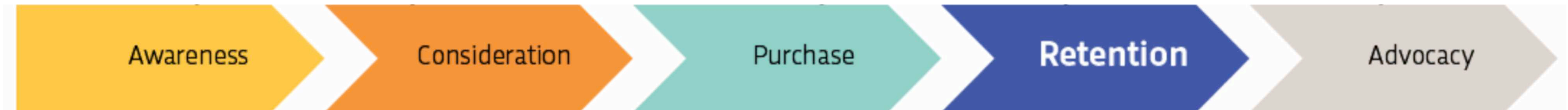


IGNORING ONLINE
MARKETING
IS LIKE OPENING A
BUSINESS
BUT NOT TELLING ANYONE.

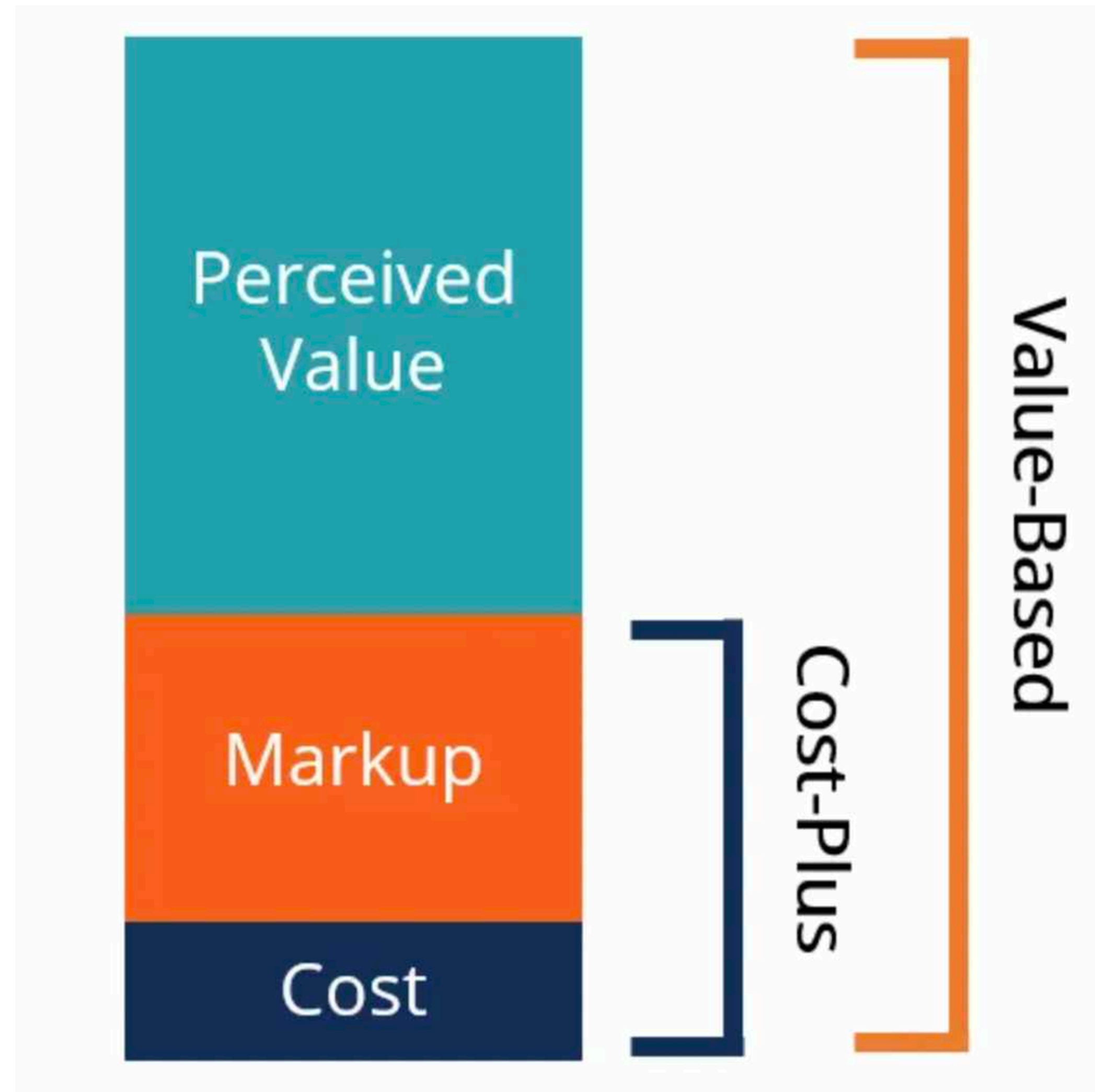


It all starts with the customer journey...

The Customer Journey



When you build a relationship you can charge more!





Awareness

Consideration

Purchase

Rule of 7

(7 touch points to generate a sale)

You need to guide someone through these steps



Purchase

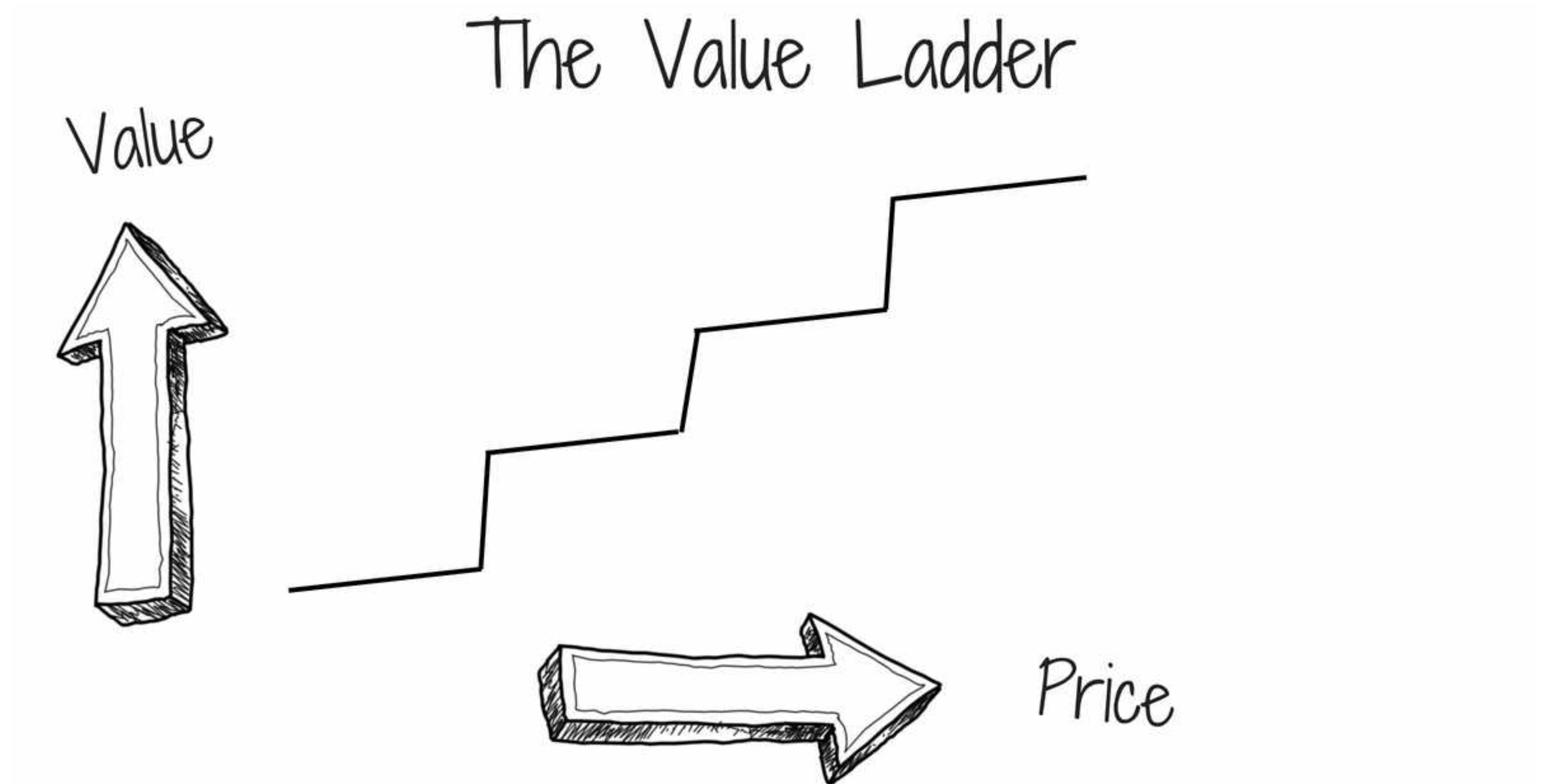
Retention

Advocacy

Focus on repeat buyers

Use a value ladder to sell more

Customer Value Ladder/Ascension Plan



A top-down view of a workspace. In the top left, a portion of a silver laptop keyboard is visible. The top right is filled with a large pile of multi-colored circular confetti. In the bottom right corner, there is a bright pink notebook with the word 'AMAZING' written on its cover in a white, hand-drawn font. A matching pink pen lies diagonally across the notebook. The entire scene is overlaid with a semi-transparent grey layer.

**The website formula to get leads,
bookings and sales for your business**



That's the average time spent on a website.

It's how long you have to capture someone's attention. (and it is often approx 3 seconds!)

On the average web
page, users will
read at most

28%

of the words during
an average visit;
20% is more likely.



The average page
visit lasts less than
a minute and users
often leave web
pages in just

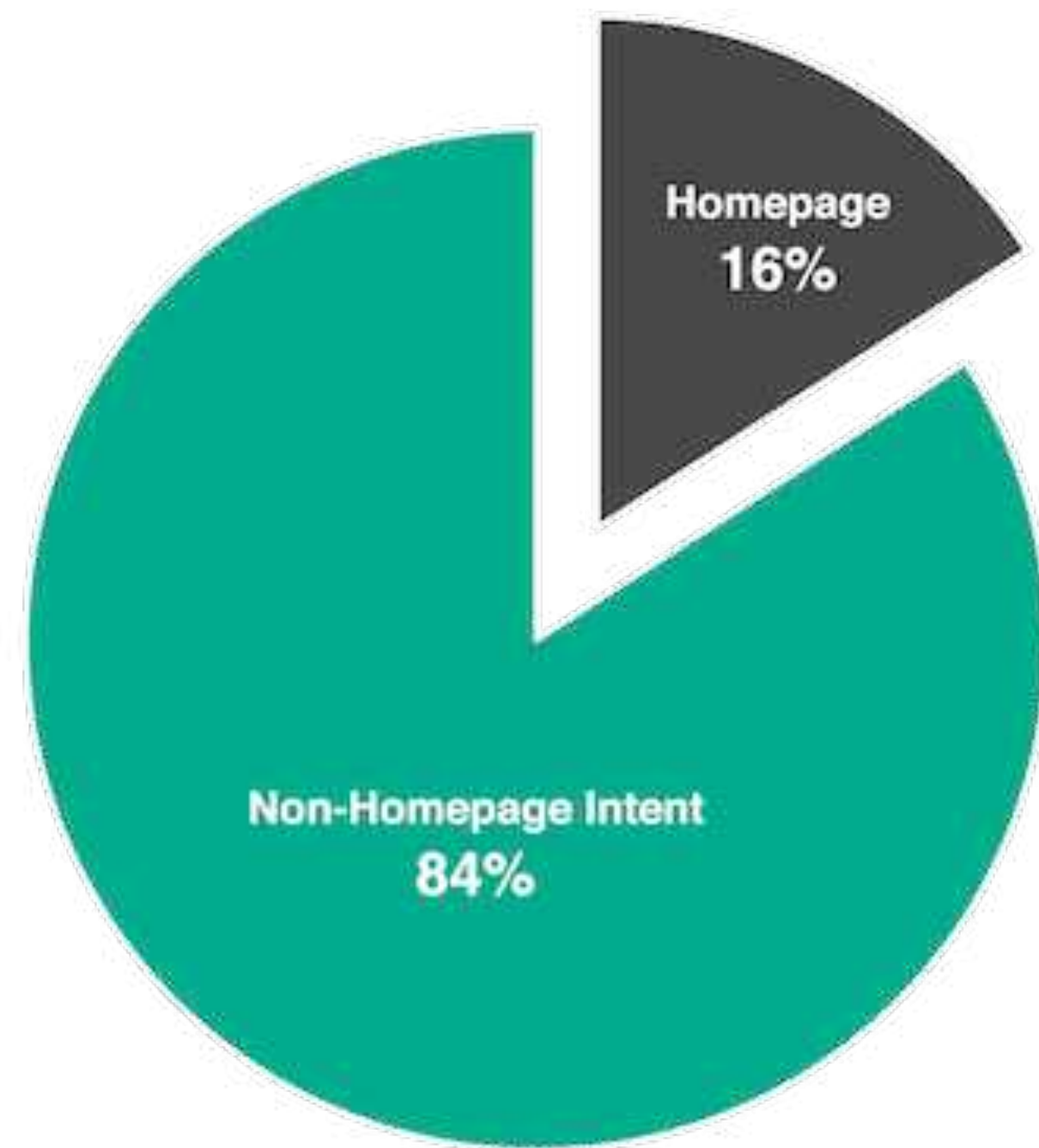
10-20 SECONDS





That's the average percentage of return website visitors.

It's why you need to build a plan to capture people's details before they leave.

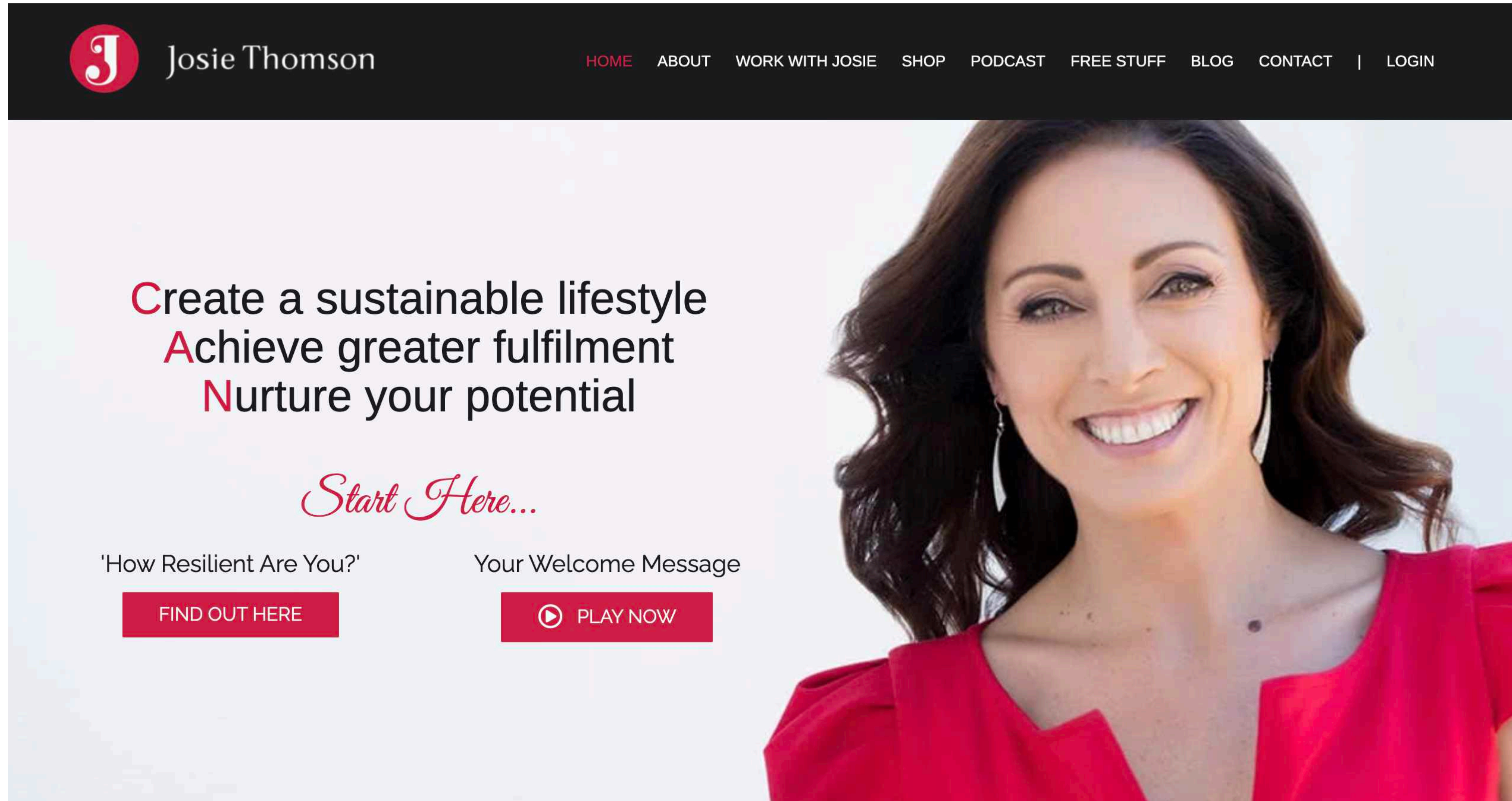


84% of searchers would rather land on a blog post or landing page than a homepage.

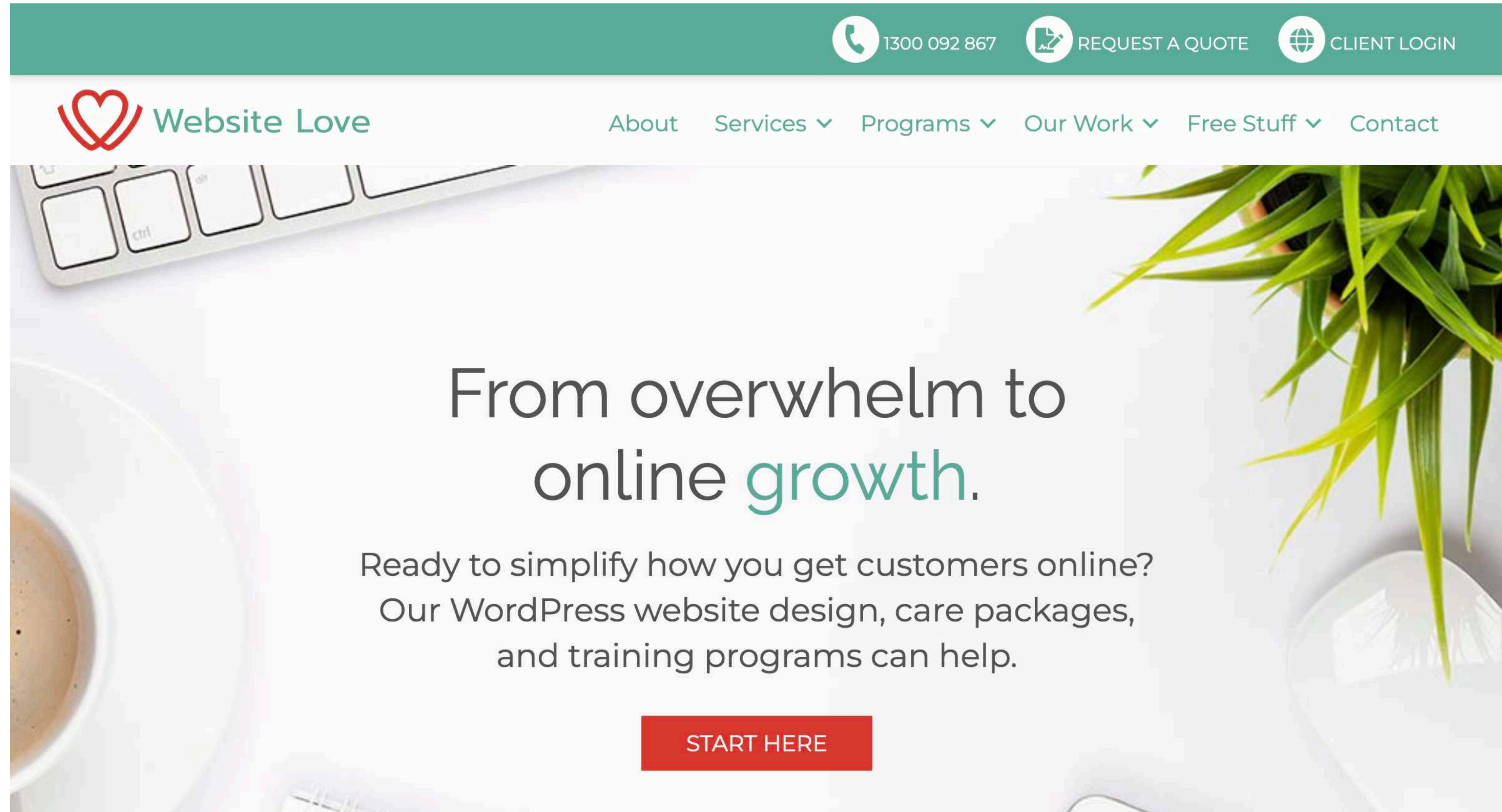
Directing traffic to your landing pages or blog posts – with relevant content – instead of to your homepage can increase conversions.

**This is why your website needs to be built
using the customer journey**

Use “start here” as text, a button or menu item



Use “start here” as text, a button or menu item



Use junction boxes on your home and services pages

1 ON 1 SERVICES



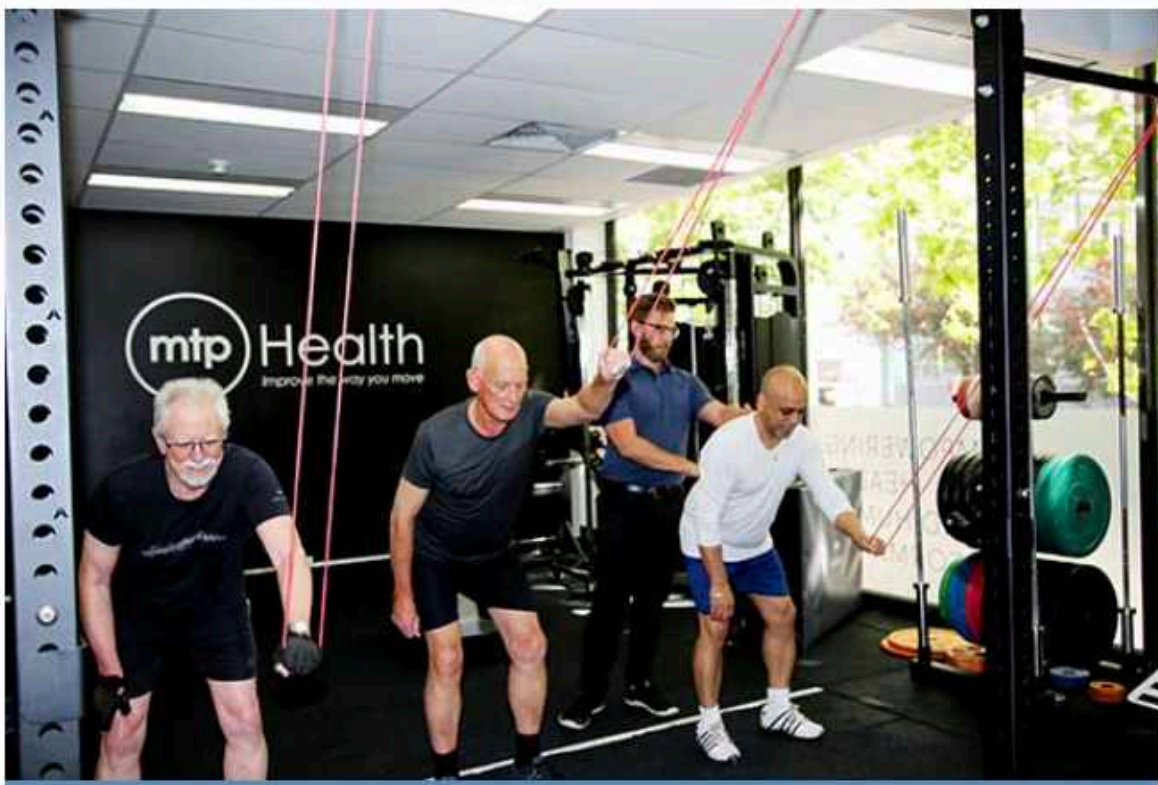
Physiotherapy, Exercise Physiology & Massage

Our one on one services are private consultations for evaluating, treating and/or planning your care. If you have a recent injury, are unsure of what course of treatment or exercise is best for you or even if you haven't had the results you were looking for with other practices our one on one services are the place to start.

Telehealth services available for Physiotherapy and Exercise Physiology.

LEARN MORE

GROUP SERVICES



3 Programs Designed to Get You Moving and Feeling Better

RESTORE: Exercise rehabilitation for long term joint pain

MOMENTUM: An exercise group to help you bridge the gap from rehabilitation to performance.

FREEDOM: A small group exercise session designed by our Exercise Physiologists to improve your total wellbeing through structured 60min exercise classes.

LEARN MORE

ONLINE PROGRAMS



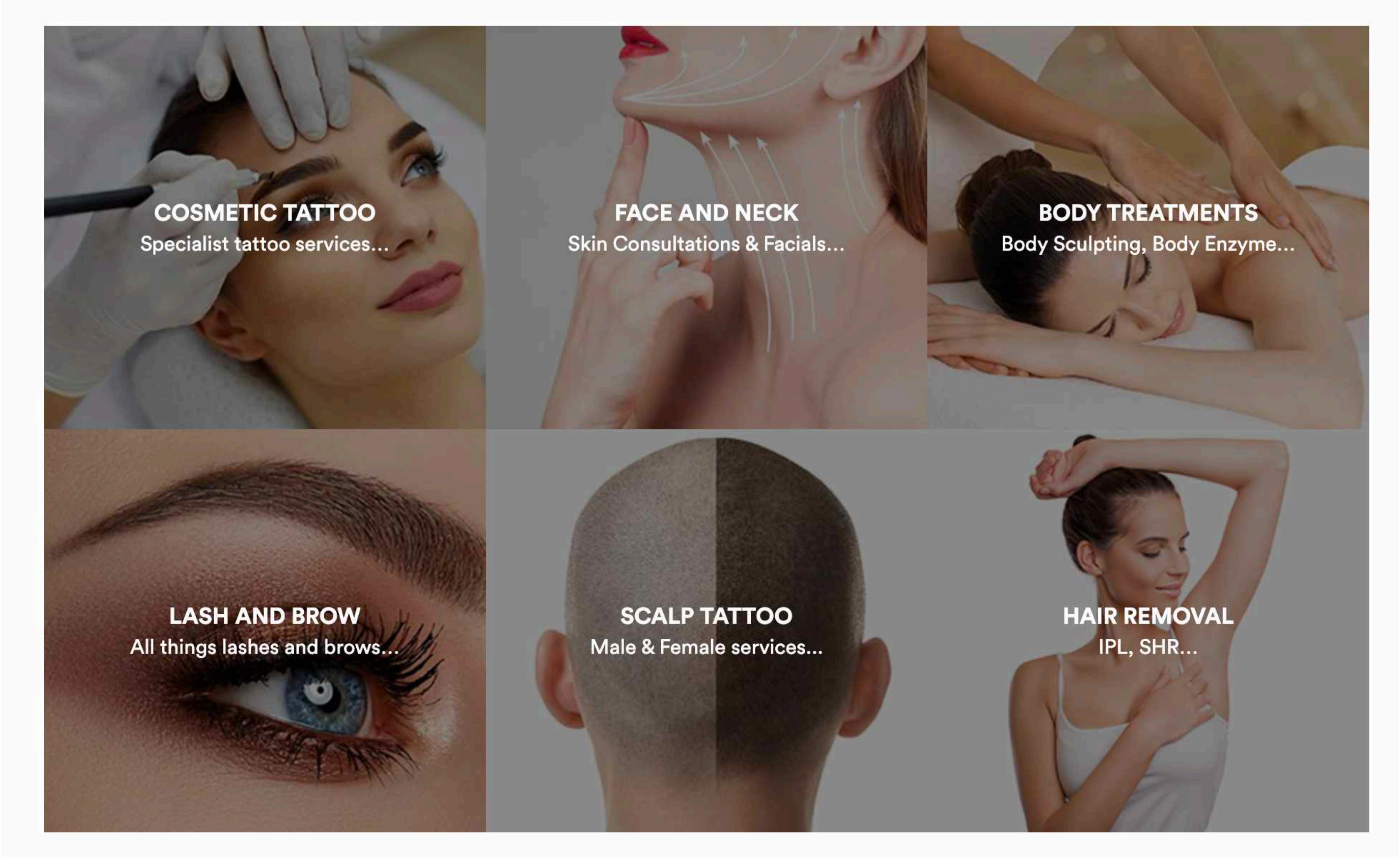
Access MTP Online From Your Home or Office

Want to try out our approach but can't make it into any of our clinic locations or just want to give it a go at home first?


Book in for a Telehealth session or take a course online. We have taken some of our most popular programs and made them available online where you pay once and access them for life!

LEARN MORE

Use junction boxes on your home and services pages




Use junction boxes on your home and services pages




Our flagship product, a breakthrough treatment for tattoo aftercare

LEARN MORE ▶




Technology meets artistry, made in Germany

LEARN MORE ▶



Our flagship product, a breakthrough treatment for tattoo aftercare

LEARN MORE ▶



Technology meets artistry, made in Germany

COMING SOON

And on shop pages

~ instruments ~ SHOP BY CATEGORY



ACCESSORIES

From cables and leads, to power leads, adaptors, plugs, tablet holders and all other musical instrument accessories.



DRUMS

Including drum skins, snare strainers, felts, sticks, mallets, and any kind of hand percussion.



GUITARS

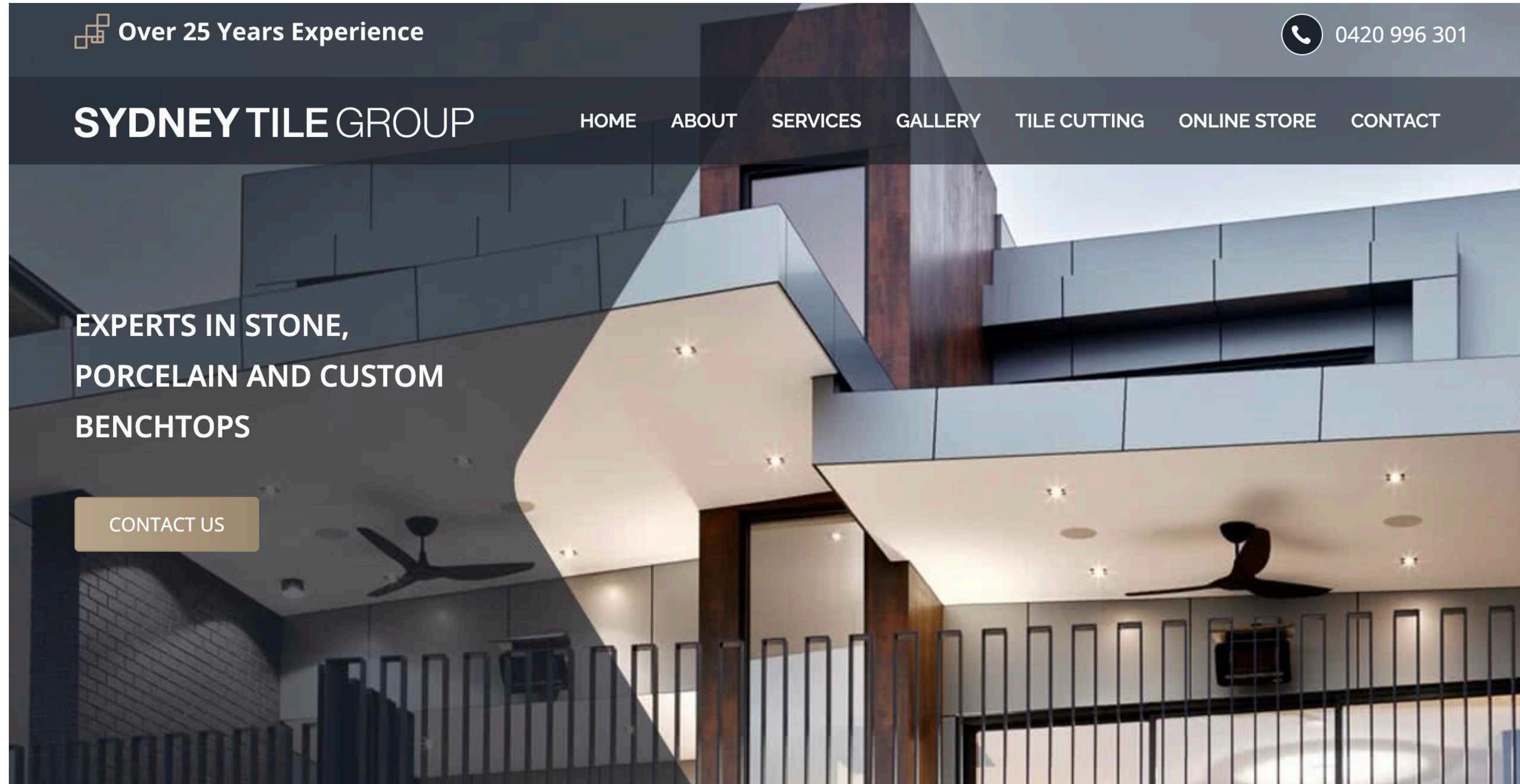
Stocking mainly Australian made electric and acoustic guitars, cases, parts and accessories.




KEYS

A range to suit the beginner through to the most advance piano player.

Keep your menu simple



 Over 25 Years Experience

 0420 996 301

SYDNEY TILE GROUP

HOME

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SERVICES

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CONTACT

EXPERTS IN STONE,
PORCELAIN AND CUSTOM
BENCHTOPS

CONTACT US

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🚚 FREE SHIPPING ON ORDERS OVER \$100 AUSTRALIA WIDE



Pearl Island
MARKET

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0 items – \$0.00



HOME FRAGRANCE



LIVING



BAGS



FOR HER

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Electrical & air conditioning contractors, Gold Coast.

Call our 24/7 Customer Service Team today! Ph. 0755289000



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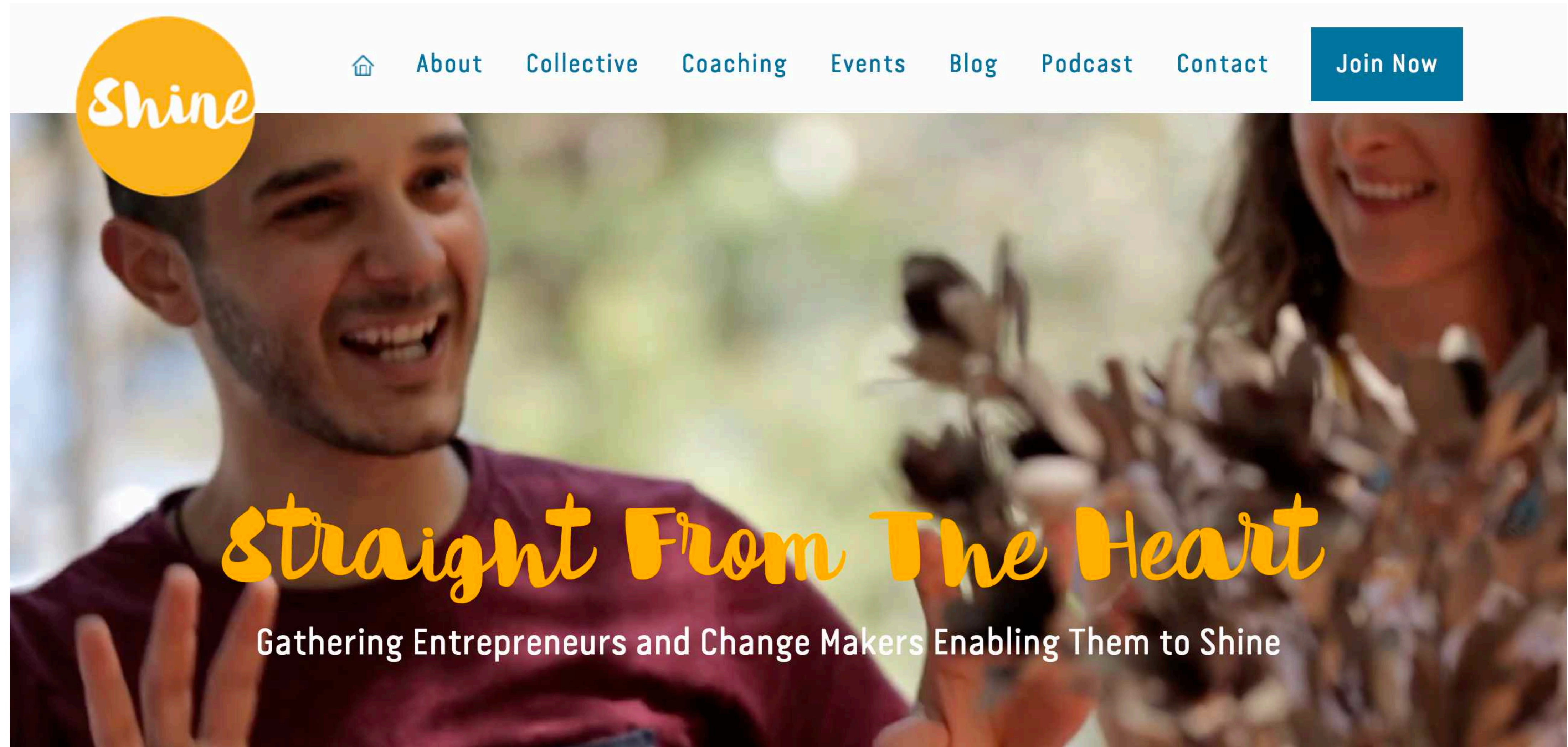
ALL ELECTRICAL & AIR CONDITIONING SERVICES FOR YOUR HOME OR BUSINESS.

Get the right advice, and high quality service and products every time

NEW

[BOOK ONLINE NOW](#)

Try buttons in your menu



Try buttons in your menu



ALEXANDRA MIDDLETON
NATUROPATHIC NUTRITIONIST

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Feel Better Quickly, Even If You Struggle With Chronic Health Issues.

Hi, I'm Alex. I'm a naturopathic nutritionist specialising in Endometriosis, women's hormones and gut health.

I can help, even if you haven't been able to find answers yet.

[BOOK AN APPOINTMENT ►](#)

[FREE ENERGY CHECKLIST](#)



**Services +
Expertise**

I specialise in helping women with Endometriosis,



**Flexible
Consultations**

Seeing me is easy.

**Build trust on all main pages for people
who don't know you yet**

Use testimonials with a headline



"Sales are up 35%,
newsletter opt-ins are up
50%"

Best decision we've made in all 4
years of our company's existence!!
Sales are up 35%, newsletter opt-
ins are up...

[Read More...](#)



"I picked up 5 new clients
in the first two days of the
site going live"

I recently engaged Heather
review my website to assess why I
wasn't converting visitors into
customers. After seeing her
awesome...

[Read More...](#)



"I made more money with
my new website in 1 month
then I did in the previous 2
years with the old site."

My old website wasn't very
functional, and I was getting
help from a company that ended
up not knowing what to...

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Include social proof or photos of your work

[HOME](#)[ABOUT](#)[PRODUCTS](#) ▼[PROJECTS](#)[CATALOGUE](#)[GALLERY](#)[CONTACT](#)

PROJECTS



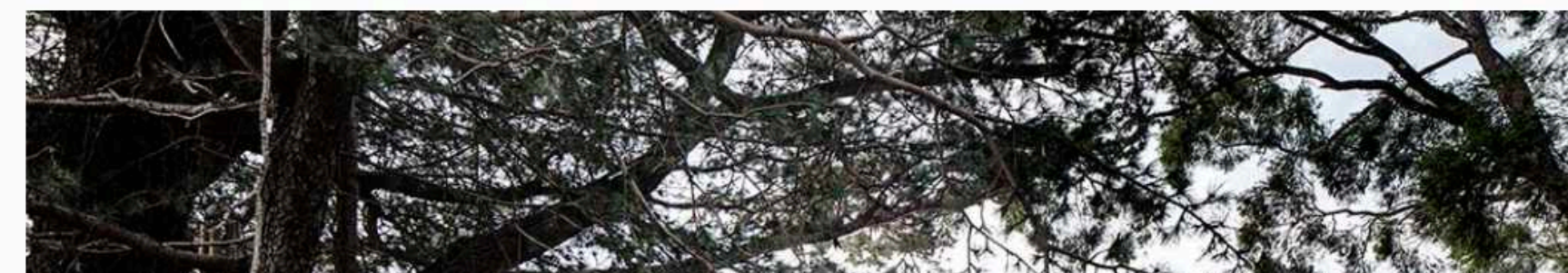
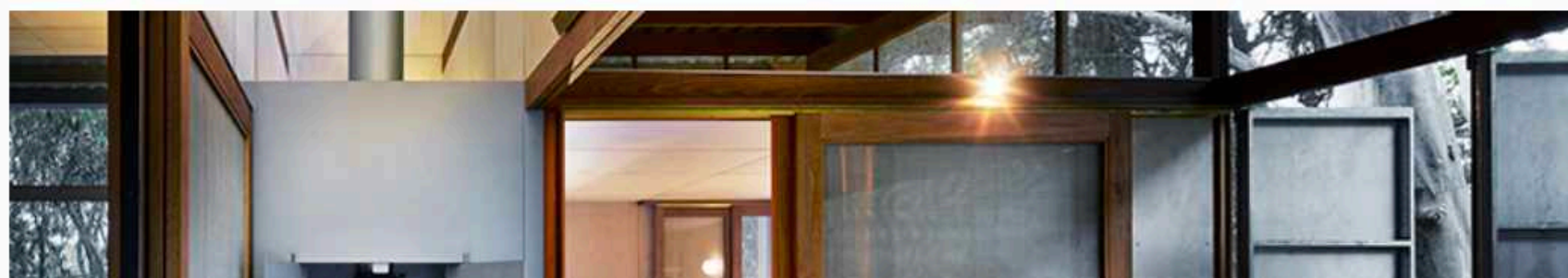
MOSMAN

ARCHITECT : DREAMSCAPES ARCHITECTS - BUILDER : LEXPOL GROUP



MITALA

ARCHITECT : MHDP ARCHITECTS - BUILDER : CUTTING EDGE BUILDING



Add logos of media, awards, partners and accreditations

Trusted by leading brands & over 1,000 businesses



Reverse risk using credibility graphics



TOTAL LOVE GUARANTEE

If you don't love your new piece of jewellery it may be exchanged or returned for a credit within 30 days of the delivery.



AUSTRALIAN MADE

All of our products are proudly designed and manufactured in Australia.



BUILT TO LAST

All of jewellery is crafted using quality precious metals.



EXPERT CRAFTSMANSHIP

76 years of combined experience in the trade.

Make your pages scannable

In a crowded digital marketplace, it is becoming increasingly challenging to lure new customers to your business. We know 'owning' customer data is a key piece of the puzzle, but how do you get people to part with their contact details? Here are 10 of the best lead magnet ideas to help you **grow your email list and supercharge your email marketing**.



If you are struggling to build your email list from your WordPress website, then maybe it is because you are not giving away something valuable enough to make it worthwhile for people to join your list!

After building over 500 websites, these are the lead magnets, or freebies, I have seen work best.

Get the top 10 lead magnet ideas to grow your email list

You will see examples and recommendations for each.

First Name

Email Address

GET ACCESS

What is a lead magnet?

Before we start, here's a quick reminder of what a lead magnet is:

- **Something free that you give away to prospects in exchange for their contact details.**
- It should help your perfect prospect get a fast result.



- It should easily lead people into doing something next with you to either become a customer, or at least get one step closer.

For a higher chance of conversion, your lead magnet needs to be irresistible. Keep in mind that **your lead magnet should be something of high perceived value** to your audience. Something that they would want or would find helpful. Lead magnets are a great way to promote your business, as well as give potential customers a taste of what they can get upon their further commitment with you.



The best lead magnet ideas:

Now, are you ready for my top 10? Here they are...

THE 10 BEST LEAD MAGNETS



NEED HELP WITH YOUR WEBSITE? WE CAN HELP...

New Website

Do you need a new website or are ready to revamp the one you've got? Our website packages will get you more leads and sales fast!

LET'S TALK

Website Care Package

Have a WordPress website & need help with updates and backups? We can do that for you so your site loads fast and doesn't crash.

LEARN MORE

Marketing Training

Is your website not growing your business? Learn step by step what to do to improve it with our Websites That Work program.

SHOW ME HOW

DID YOU SEE THIS?

Are you making these 6 mistakes with your website?

📌 Find out in this FREE Masterclass 📌

First Name

Email Address

YEP, I'M IN!

YOU MIGHT ALSO LIKE THESE!

THE
10 BEST IDEAS
TO GROW AN
EMAIL LIST



The 10 best lead magnet ideas

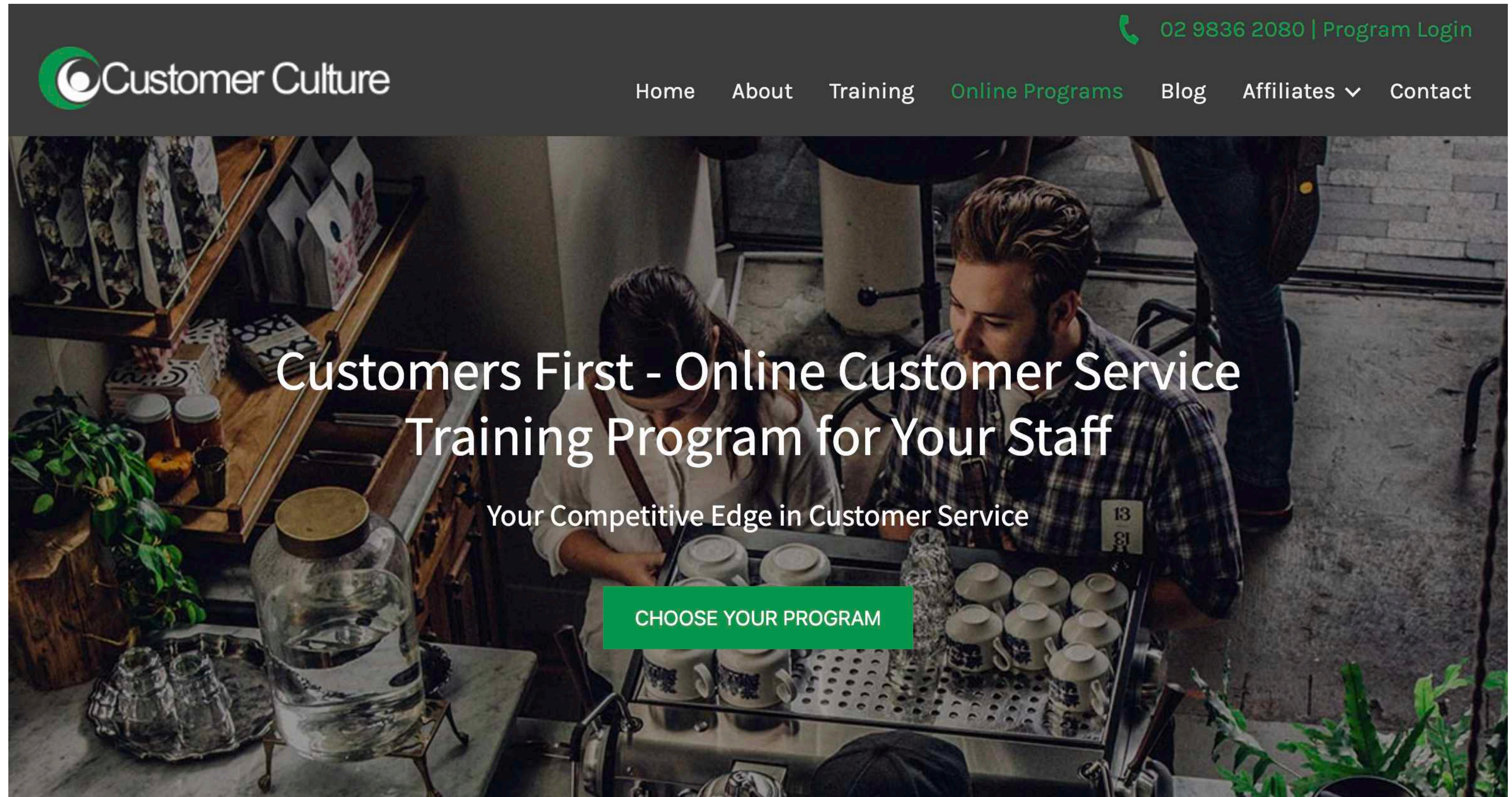
Have A
GOOGLE MY
BUSINESS
account?



Need help with Google My Business? Start here...

Make your CTAs obvious

Your main CTA button for each page should be at the top



Use CTA buttons or links everywhere (don't let people scroll too far to contact you)

Unlock Your Path...



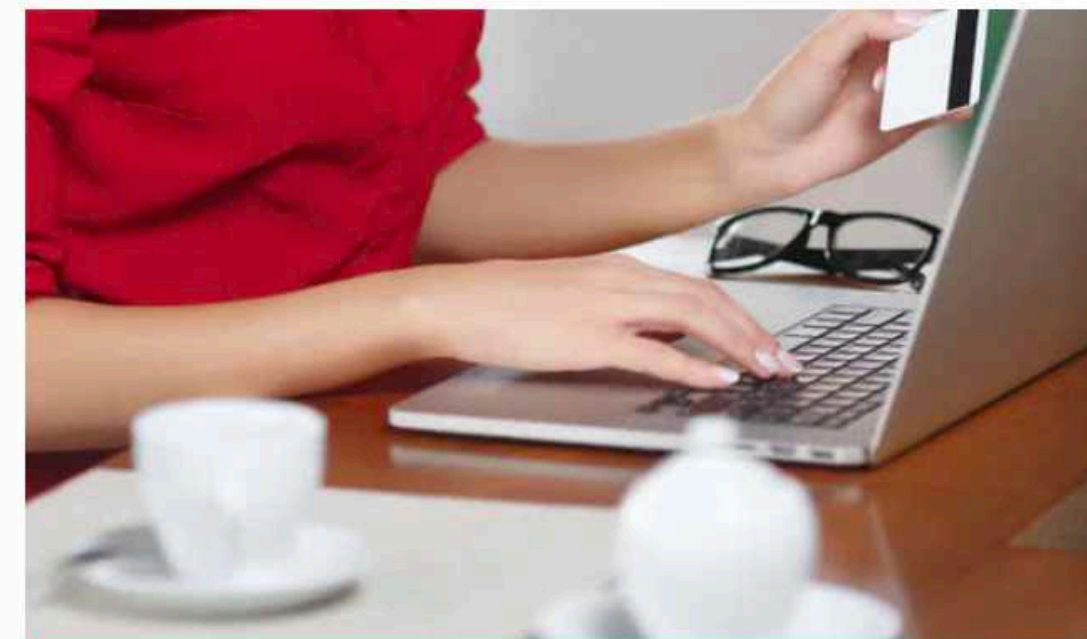
 KEYNOTES & WORKSHOPS



 ONLINE COURSES



 EXECUTIVE COACHING



 SHOP

Focus on building your email list

Include a 'Hello Bar'

» START HERE: Free Pain Assessment



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[BOOK AN APPOINTMENT](#)

Feel Better Than Ever

An empowering approach to rehabilitation

[BOOK AN APPOINTMENT](#)

[FREE PAIN ASSESSMENT](#)

Include bonus content inside your blog or podcast posts

And that's it! Just make sure to follow up with your prospect with an email sequence once they sign up for your freebie, because the sale normally happens in the follow up phase. You certainly don't want to miss that opportunity. **NOW is the time to build your email list** – so get out there and create your ultimate lead magnet.


Finally, be sure to grab the free bonus download below (see what I did there 😊) with a list of these lead magnets and examples.

Get the top 10 lead magnet ideas to grow your email list

You will see examples and recommendations for each.

GET ACCESS

Use pop ups



Would you like to join the **VIP CLUB** for exclusive loyalty rewards?


Sign up below now.

Enter your name here...

Enter your email here...

JOIN NOW

Use landing pages



FREE ON DEMAND MASTERCLASS

The 6 things your website needs so you get more customers

Actual examples of websites that are getting MASSIVE results + the steps you need to take to replicate them on your own website.

📌 Are you ready? Let's do this 📌

Actually...you want opt-ins everywhere!

Start Here

Are you making these 6 mistakes with your website?
Get our free masterclass now to find out...

YEP, I'M IN!

Work With Us

Website Design & Development
Websites that Work Program
WordPress Care Package

Free Resources

Blog



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**Introduce new subscribers to the next step
in your customer journey through an upsell**

Give something away for free...

100% Free Online Knee Strength Assessment

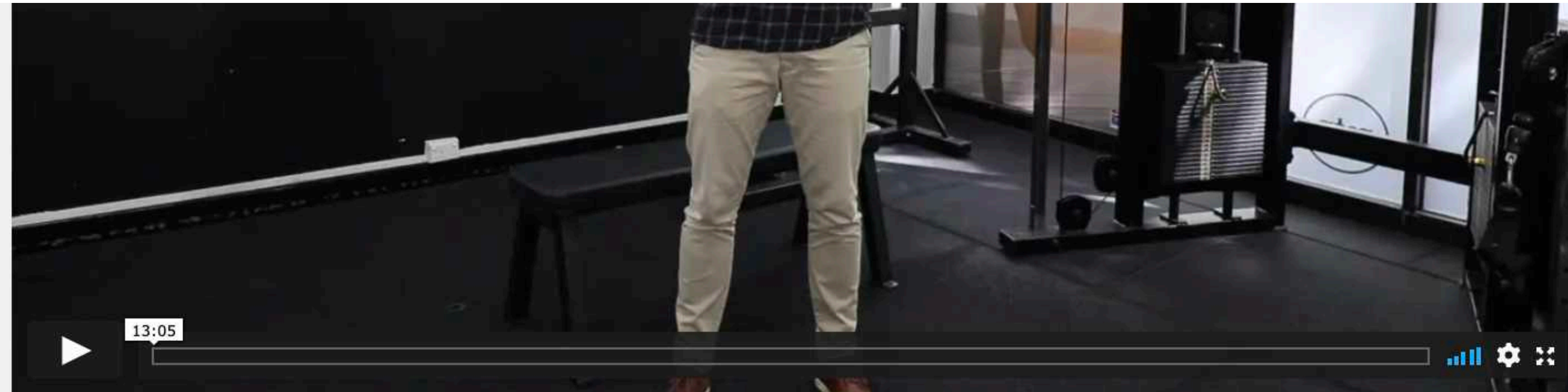
"Start your journey towards a lifetime of pain-free knees."

- ✓ A video that walks you step-by-step through 3 simple tests so you can self rate your level of capability.
- ✓ How to score your results and steps on what to do next once you have completed your assessment.

GET ACCESS FOR FREE NOW



...Then provide a next step when people 'opt-in'



Here's what to do next...



COMFORTABLE WITH YOUR RESULT?

Based on your score above learn more about The Knee Program Online and pick the level that's right for you.

[LEARN MORE](#)



WANT TO SPEAK TO AN EXPERT?

Book in a FREE discovery session (value of \$150) with one of our Knee Experts for a more bespoke solution.

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Give something away for free...



FREE ON DEMAND MASTERCLASS

The 6 things your website needs so you get more customers

Actual examples of websites that are getting MASSIVE results + the steps you need to take to replicate them on your own website.

📌 Are you ready? Let's do this 📌

YEP, I'M IN!

...Then provide a next step when people 'opt-in'



Thanks for requesting your masterclass. It's on its way to your email in a few min.
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Is your website not working and you're not sure why?

Get a personal website audit and find out what to fix.
Use this alongside your Masterclass!

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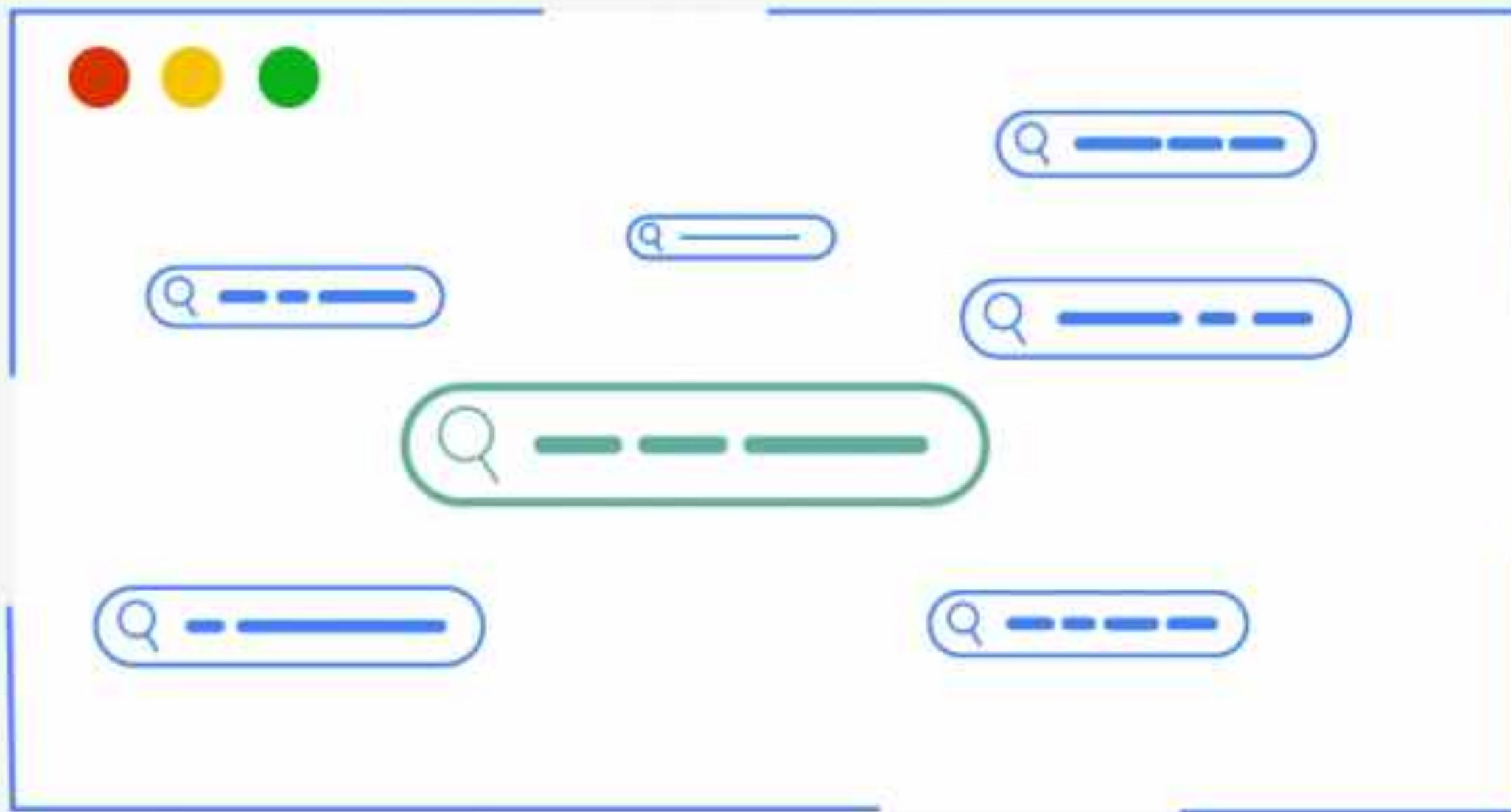
No thanks. Take me to my masterclass now.



Move people from awareness to consideration with a blog



New Google Searches



16% to 20%
of all Google
search queries
are new

Source: internetlivestats.com



firstsiteguide.com

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the temple
SKINCARE & SPA

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Access to the world's leading technology
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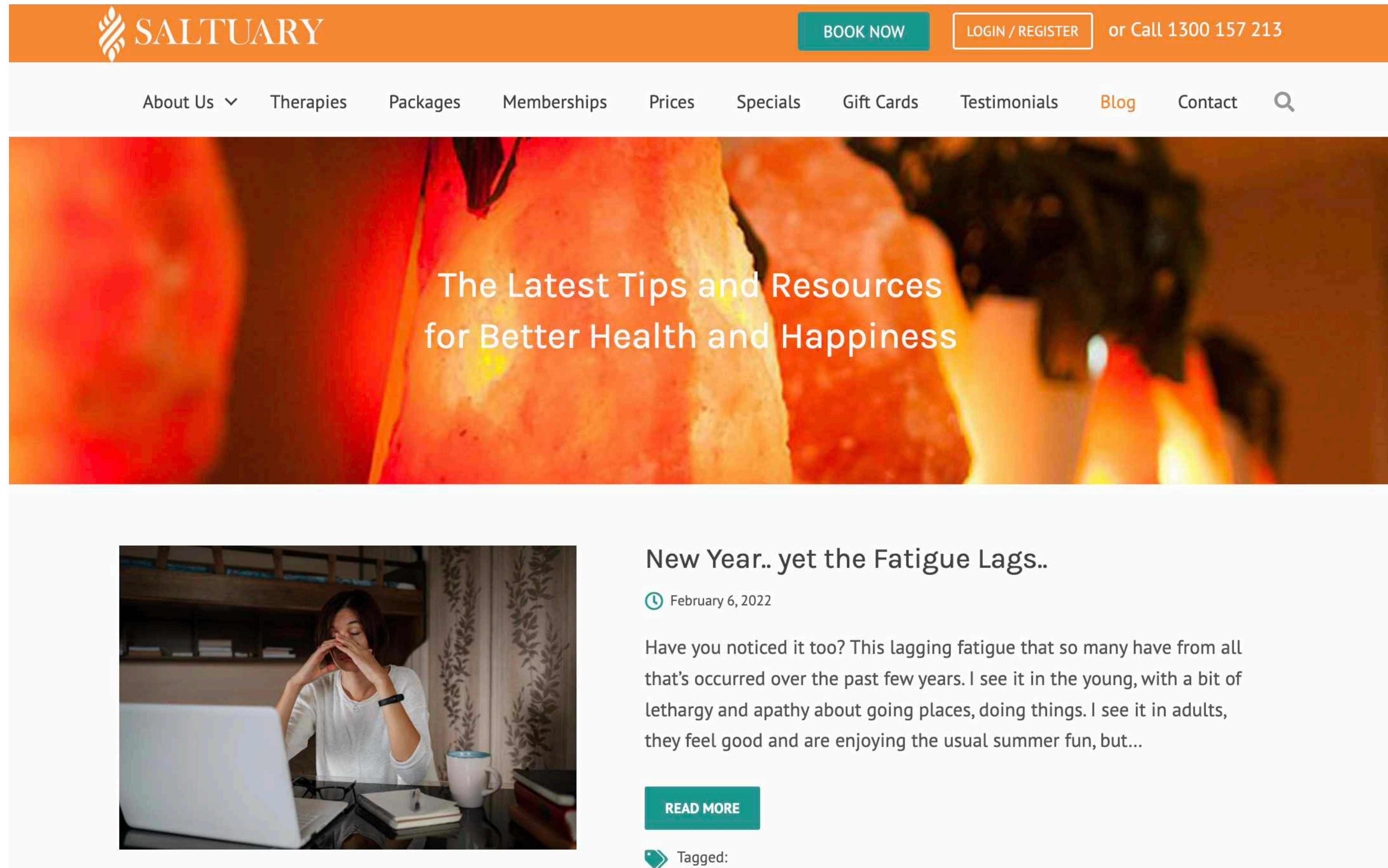
**REWILDINGTM
FOR WOMEN**

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**You are powerful, you are sensual, you
are wild.**

You may have forgotten; we're here to help you remember.

All articles display on one page



All articles display on one page



ADD MORE PLANTS

Increasing your overall consumption of plants is SUPER beneficial! We are massively under eating fibre these days bc as hunter gatherers we were so busy munching on loads of roots and plants. Here are my top 3 tips to help you increase your plant intake!

[READ MORE](#)

HOW TO MAKE NUTRITIOUS, DELICIOUS SOUPS

Soups do get a pretty bad rap as many think they won't fill them up so that's why I am here to give you a few quick tips on how to master a filling, wholesome soup!!

[READ MORE](#)

MAKE THE FREEZER YOUR FRIEND

Having ingredients or meals in the freezer means there's no excuse to not to eat healthy PLUS it will cut down the number of shopping trips AND it helps reduce food waste! HOW GOOD!! A few of my favourite things to keep in the freezer.

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Put your latest articles on your home page

Free marketing training
Latest from the blog...



The 8 elements of a good VSL (Video Sales Letter)

🕒 February 8, 2022



How to get good testimonials for your website

🕒 January 28, 2022



What is a landing page and how does it work?

🕒 January 18, 2022

List next steps under blog or podcast posts

NEED HELP WITH YOUR WEBSITE? WE CAN HELP...

New Website

Do you need a new website or are ready to revamp the one you've got? Our website packages will get you more leads and sales fast!

LET'S TALK

Website Care Package

Have a WordPress website & need help with updates and backups? We can do that for you so your site loads fast and doesn't crash.

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Is your website not growing your business? Learn step by step what to do to improve it with our Websites That Work program.

SHOW ME HOW

DID YOU SEE THIS?

Are you making these 6 mistakes with your website?

📌 Find out in this FREE Masterclass 📌


First Name

Email Address

YEP, I'M IN!


YOU MIGHT ALSO LIKE THESE!

Have A
GOOGLE MY
BUSINESS
account?




Need help with Google My Business? Start here...


10 HEADLINES
TO GET MORE
CLICKS



10 Headlines That Get You More Clicks

 Website Love

List next steps under blog or podcast posts



Josie Thomson

HOME

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WORK WITH JOSIE

SHOP

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FREE STUFF



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LOGIN

Calm Your Farm

 April 6, 2021 |  [Leave A Comment](#)



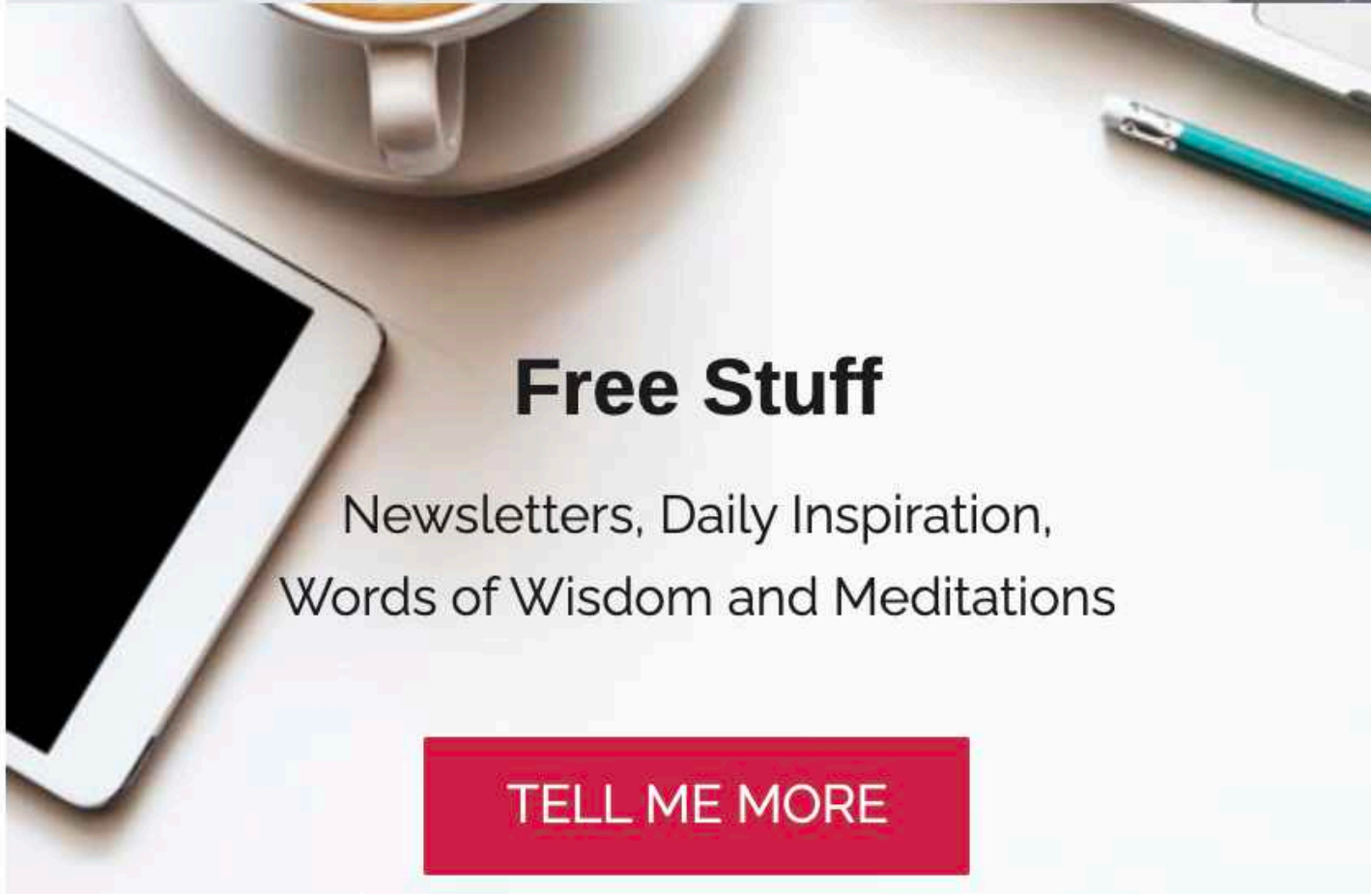
Do you wish you could create better calm, clarity and confidence to better manage the many challenges of life, and learn to Calm Your Farm? What if I told you I had the perfect solution to do just that. Managing the juggle and challenges of life these days appears to be creating stress, anxiety, overwhelm

Self-Assessment

How resilient are you?

Find out with this complementary quiz...


[START NOW](#)



Free Stuff

Newsletters, Daily Inspiration, Words of Wisdom and Meditations

[TELL ME MORE](#)

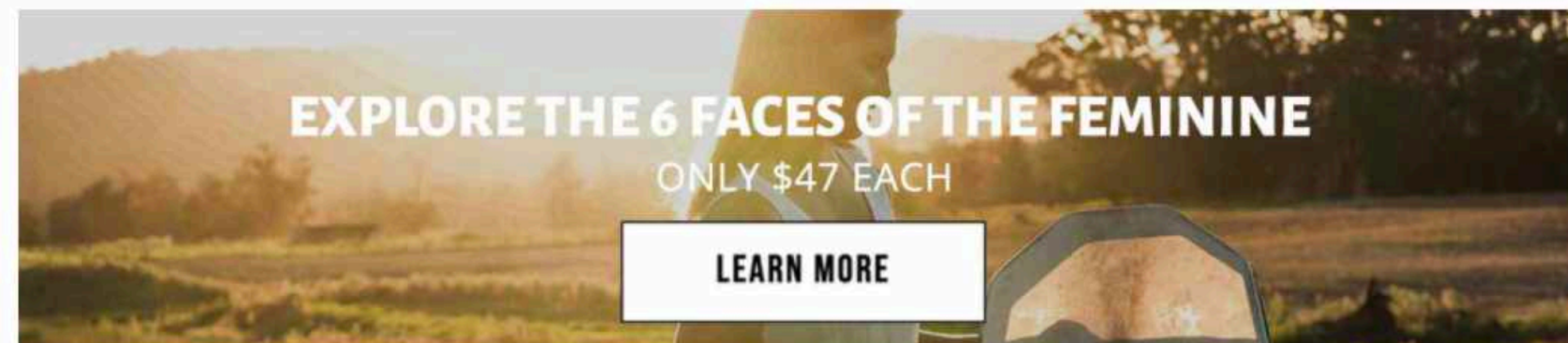


List next steps under blog or podcast posts

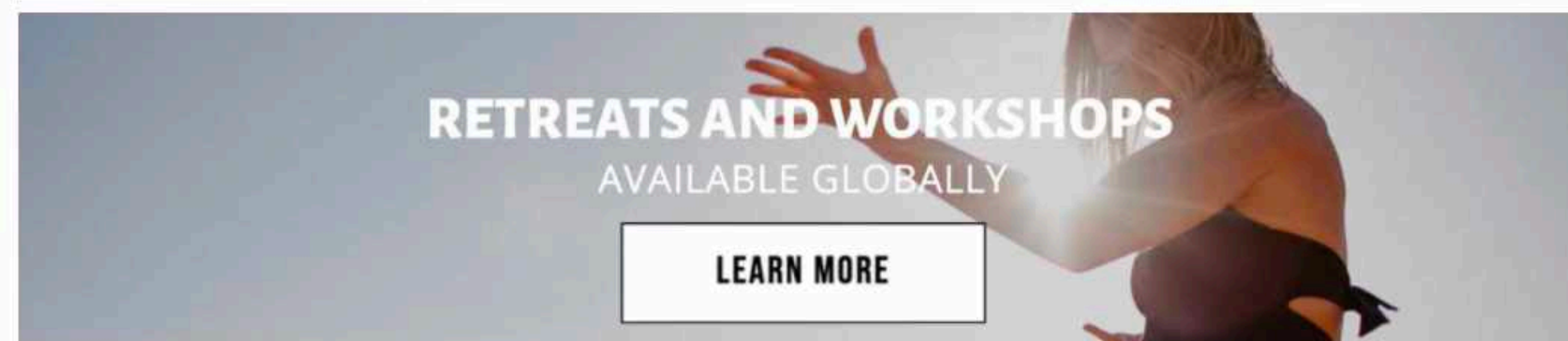
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PROGRAMS

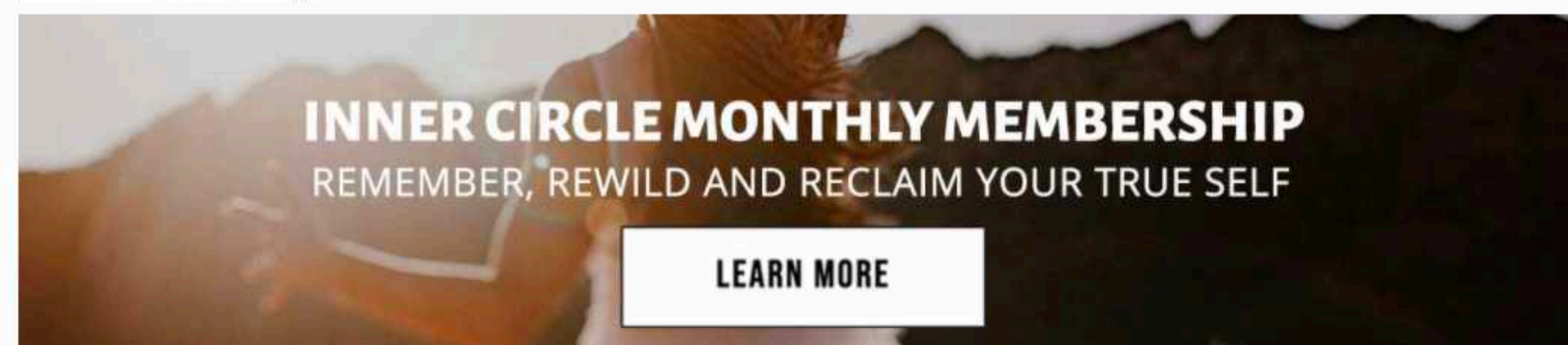
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In Person Events



Membership



LATEST ARTICLES



Releasing Old Patterns: Learning to Recognize & Trust Soul Growth – Episode 91

By Sabrina Domenosky | May 20, 2020

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Soul Wisdom: Healing Karmic Patterns Through Embodiment – Episode 90

By Sabrina Domenosky | May 4, 2020

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Plus it's great for SEO



what beauty treatments are worth it

www.marieclaire.com › beauty › favorite-beauty-treatm... ▼ Traf/mo (au): 0/219.00K - Kw (au): 0/57.53K

Editors On The Beauty Treatments That Are Always Worth It

21 Sept 2020 — Five Marie Claire editors share their favorite **beauty treatment** to get, including manicures, facials, and waxing.

www.glamour.com › gallery › service-station-10-spa-tr... ▼ Traf/mo (au): 0/142.20K - Kw (au): 1/65.89K

Service Station: 10 Spa Treatments Worth Splurging On (and ...

25 Mar 2012 — Service Station: 10 **Spa Treatments Worth** Splurging On (and 10 to Skip) · Splurge: Laser Hair Removal · Skip: the Hot Stone Massage · Splurge: ...

www.beautyheaven.com.au › cosmetic-dental-surgery ▼ Traf/mo (au): 0/64.10K - Kw (au): 0/44.13K

Beauty treatments that are worth the investment - beautyheaven

5 June 2019 — 3 **beauty treatments** that are **worth** the investment · Invisalign **treatment** · Lash extensions · Laser hair removal.

www.bodyandsoul.com.au › beauty ▼ Traf/mo (au): 3/124.30K - Kw (au): 6/34.85K

The most popular beauty treatments Australian's are booking ...

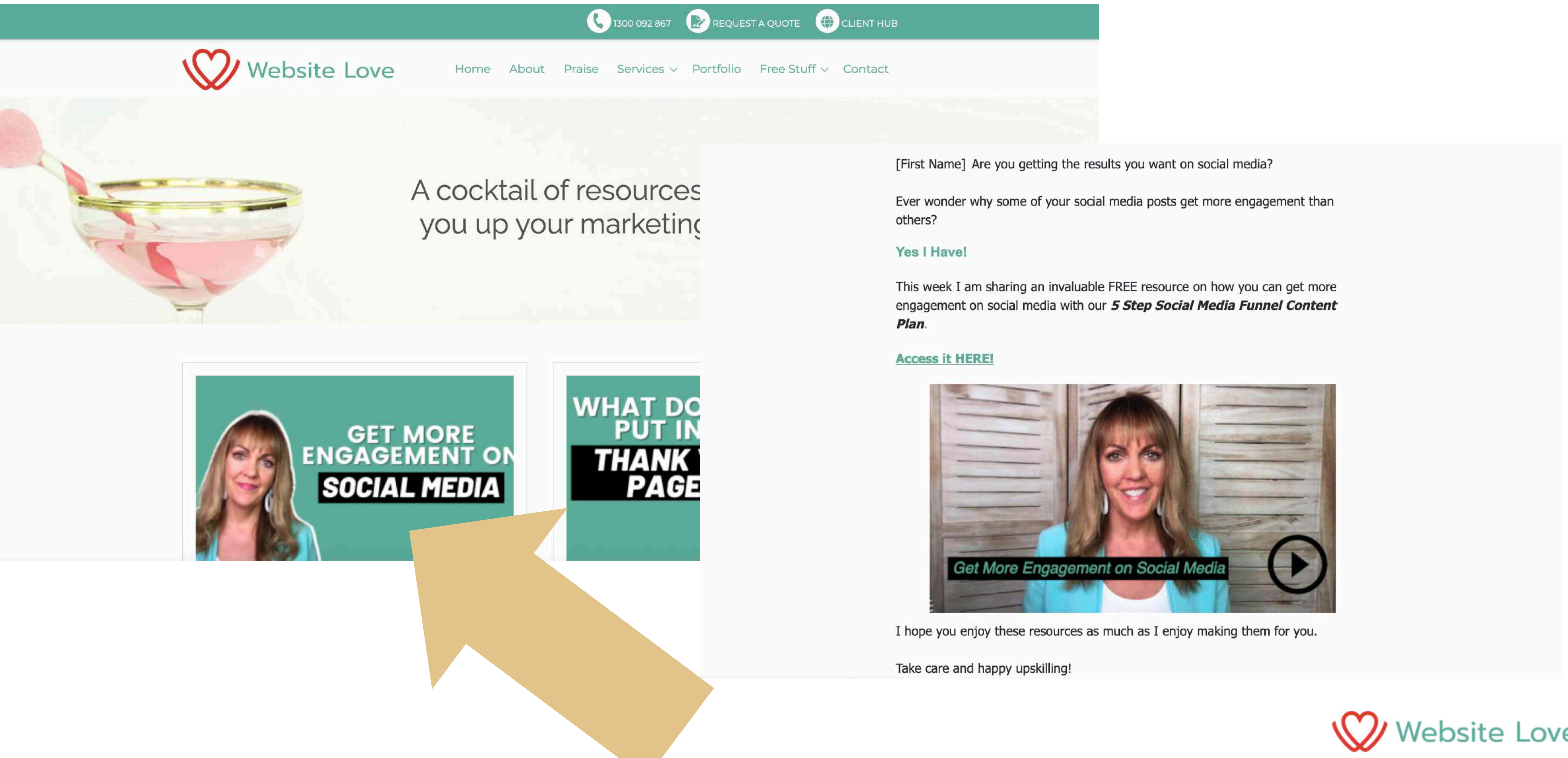
5 June 2020 — Australia's leading salon owners share what **treatments** are booking out ... are seeing their signature **treatments** are also proving their **worth**, ...

financy.com.au › are-extreme-beauty-treatments-worth-... ▼ Traf/mo (au): 0/1100 - Kw (au): 2/380

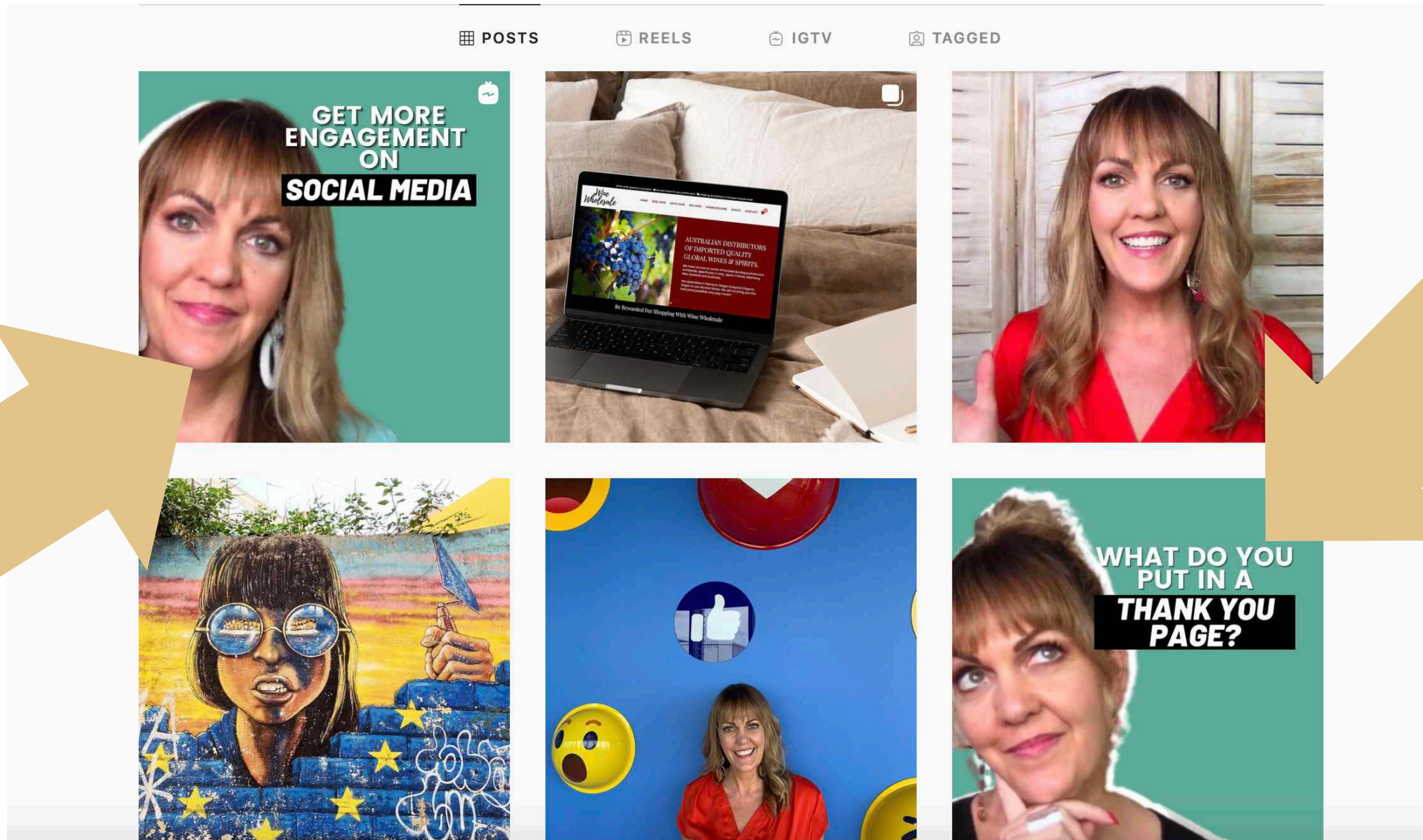
Are extreme beauty treatments worth the cost? | Financy

5 Sept 2019 — From eyeliner to liposuction, what are the pros and cons of spending big and small in the world of **beauty treatments** and products? | Financy.

And for newsletter content



And for social media content



How often should you post?

**SUCCESS DOESN'T
COME FROM WHAT YOU
DO OCCASIONALLY,
IT COMES FROM WHAT
YOU DO CONSISTENTLY.**

—MARIE FORLEO



- Now that you have the base, find out how to get traffic!
- Email tips, content formulas and a kickstart to using ads
- Prize draw!!

A top-down view of a desk. In the top left, a portion of a silver laptop is visible. The top right is covered with a large pile of multi-colored circular confetti. In the bottom right, there is a bright pink notebook with the word 'AMAZING' written on it in white, and a matching pink pen resting on its cover. The background is a light gray surface.

The importance of email marketing

Why use email marketing?

It has a lot of users.

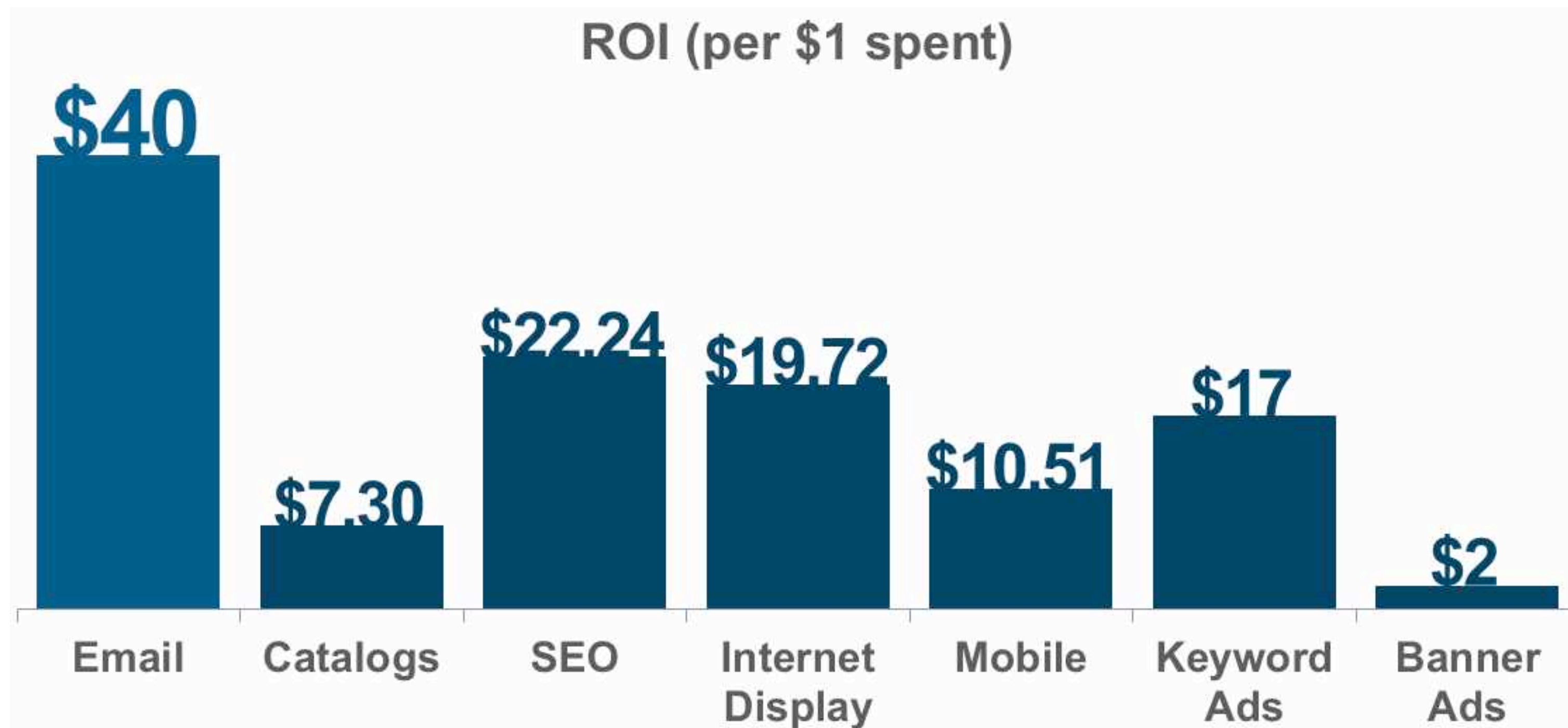
Source: OptinMonster

Email Marketing vs. Social Media Statistics

	Email	Social Media
Total users	3.8 billion	3.4 billion
Preferred channel for promos	60%	20%
Conversion Rate	6.05%	1.9%
Open/Click-Through/ Engagement Rate	22.86% OR 3.71% CTR	0.58% ER
ROI	4400%	🤔

optinmonster

Why use email marketing?



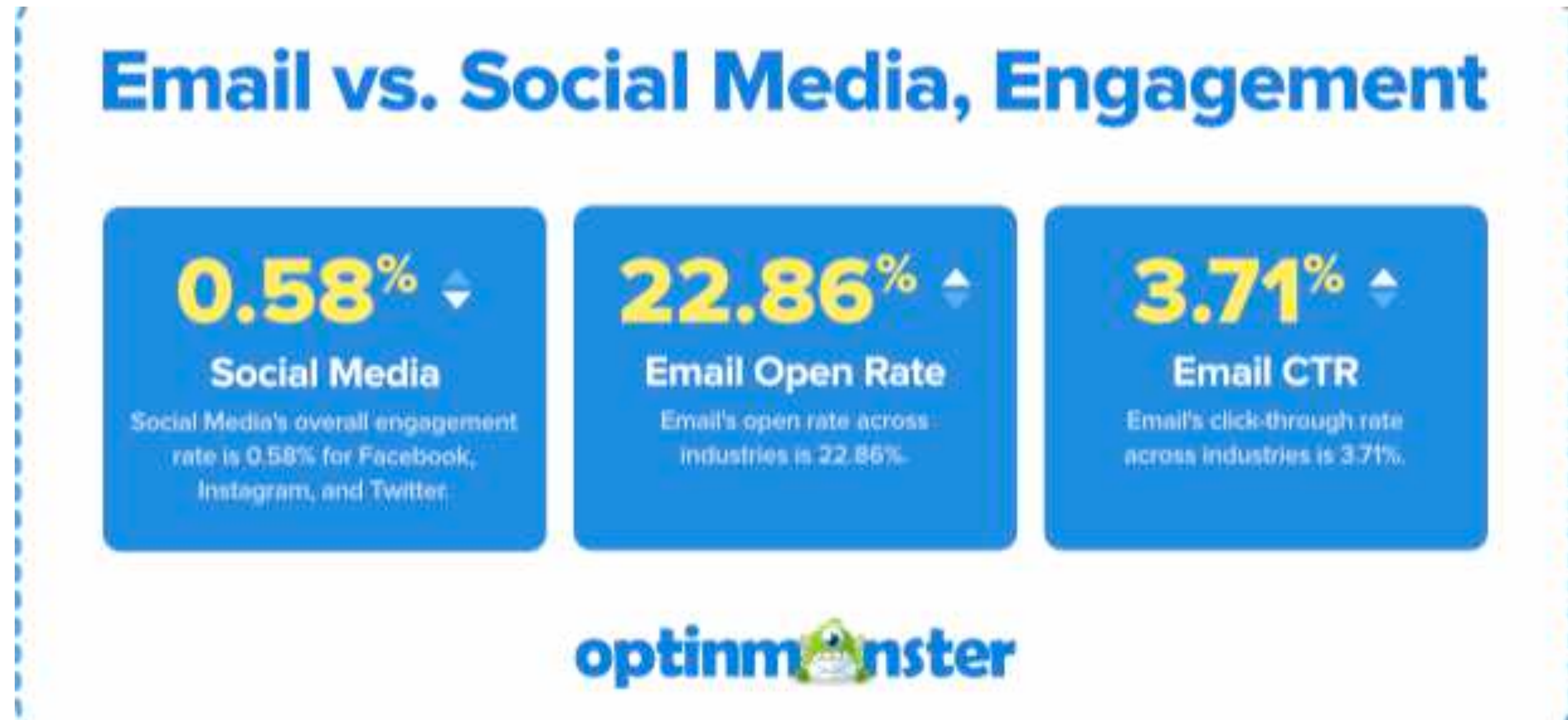
It delivers the most ROI out of any channel.

Source: Neil Patel

Why use email marketing?

It has higher engagement rates than social media.

Source: OptinMonster



Why use email marketing?



You own the data.

How to grow your email list

Create a great lead magnet

- Something free that you give away to prospects in exchange for their contact details
- It should help your prospect get a fast result
- It should easily lead someone into taking the next step with you

'Lead Magnet' ideas

A downloadable document to **give a quick 'win'...**

- Recipes
- Cheat Sheets
- Swipe Files
- Checklists

**GET 15 DELICIOUS AND EASY TO
MAKE RECIPES FOR HEALTH,
HAPPINESS AND CLEAN LIVING
IN THIS GORGEOUS LITTLE
DOWNLOAD.**

PLUS get our
bonus
Weight Loss
Visualisation
MP3!



FIRST NAME

E-MAIL ADDRESS

Send it to me now!

'Lead Magnet' ideas

Let someone **try before they buy...**

- A trial membership or subscription
- A software trial
- Free product samples

Create Your Account

Start Your FREE 14 Day Trial Now!

Step 1 of 4....

No contracts. Downgrade or cancel your account anytime with a single click from your dashboard...

Enter Your Full Name...



heather@porterproductions.com.au

.....



Start Building My First Funnel!

 By providing us with your information you are consenting to the collection and use of your information in accordance with our Terms of Service and Privacy Policy.

'Lead Magnet' ideas

Let someone **sample your knowledge...**

- Challenge
- Mini course
- Webinar

The banner features a red gradient background. At the top, white text reads 'FREE Challenge: Learn How To Double Your Coaching Or Consulting Fees In The Next 5 Days'. Below this is a digital timer showing '04:04:06:50' with labels 'Days', 'Hours', 'Minutes', and 'Seconds' above the respective digits. The main section of the banner has a light beige background with a large red brushstroke graphic. On the left is a portrait of a smiling man (James Mel). On the right is a portrait of a woman (Annie Lalla). In the center, a red stamp-like graphic says 'FREE 5 DAY CHALLENGE'. Below it, a logo with a stylized 'A' is followed by the text 'Get Ahead Challenge'. The main headline in large white letters on the red brushstroke says 'DOUBLE YOUR COACHING FEES'. At the bottom, black text reads 'James Mel & Guest Annie Lalla' and 'June 22 - 26'.

FREE Challenge:
Learn How To Double Your Coaching Or
Consulting Fees In The Next 5 Days

Days Hours Minutes Seconds
04:04:06:50

FREE 5 DAY
CHALLENGE

Get Ahead Challenge


**DOUBLE YOUR
COACHING FEES**

James Mel & Guest Annie Lalla
June 22 - 26

'Lead Magnet' ideas


Let someone **get custom advice...**


- A strategy or discovery call
- An audit



Heather Porter

Quick Wins with Your Website



 30 min

 Your choice: Phone call or Zoom video call


No prep necessary for our call. We will look at your website together and see what you need to do to get your website working better.

[Cookie settings](#)

Select a Date & Time

February 2022  

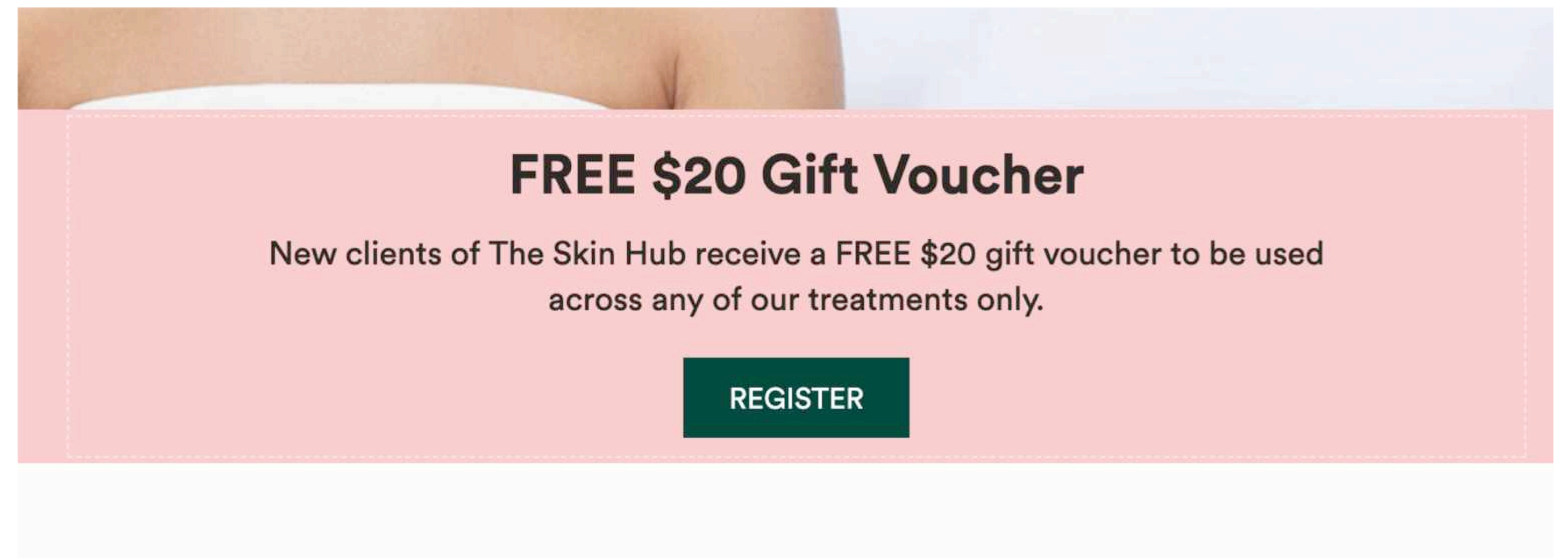
MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

 Sydney, Melbourne Time (3:58pm) ▼

‘Lead Magnet’ ideas

Use **discounts...**

- A voucher for products or services



'Lead Magnet' ideas

Guide someone on the best steps to **take** with a quiz...

- Use multiple choice questions and score someone based on how they answer then provide a solution based on their score

Are you one of the 25% who are doing really well in your practice?
Take our short quiz to find out.

How do clients know when you are open and how to book appointments?

- ☐ Details on the practice door only
- ☐ Details on the practice door and on business cards
- ☐ Details on the door, business cards and voicemail message
- ☐ Details on the door, business cards, voicemail message and on a website

1 / 15

 interact

The most important types of emails you can send

CAMPAIGNS

An email you create and send that is current or follows a marketing calendar

Campaigns: Newsletter

[First Name] In a world where standing out online is getting more difficult, how can you make your website pop?

60-80% of people visit websites from their phones which means that your images are more important than ever! Do you know where to get great photos from?

[Access these priceless tips Here!](#)



Have fun getting creative!



Heather Porter
Founder
Website Love

FREE EXPRESS SHIPPING on all Australian orders until June 30+

ADOREBEAUTY

skin care | makeup | hair | men | brands | contact

WHAT'S NEW IN BEAUTY

BEAUTY
AN EXPERT GUIDE TO **IQ** EVERYTHING BEAUTY

Stay up-to-date with everything skin care, makeup, hair care and beauty.



Why I'm in love with this new 3-in-1 glowy face palette.

TELL ME MORE

Campaigns: Special Promotions

[LAST CHANCE] 3 hrs left until FHL bonus expires...  

Russell Brunson
to heather ▾

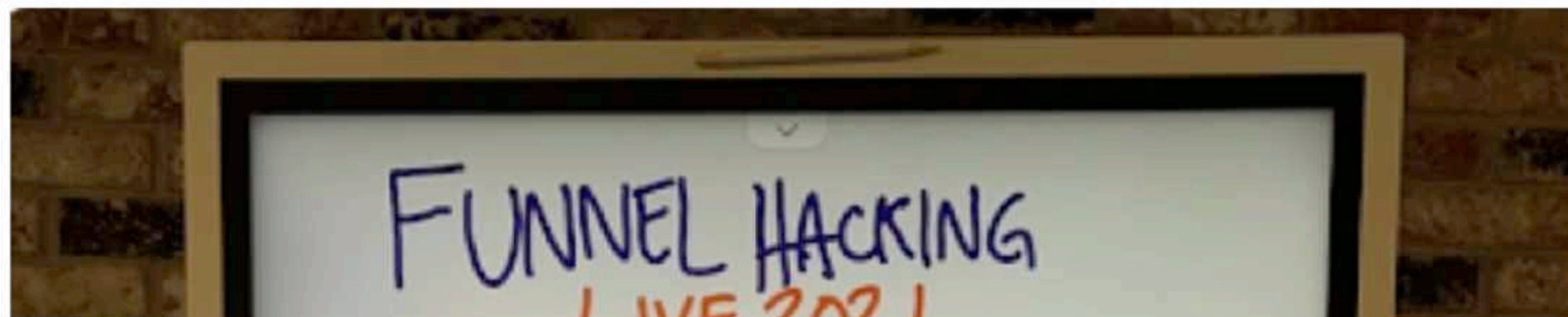
This is it.

There's just 3 hours left to take advantage of this giant FHL Bonus Stack (worth \$23,919) when you get your Funnel Hacking LIVE ticket!

[Get Your FHL Ticket NOW \(bonuses expire at midnight\)!](#)

At ClickFunnels, we're all about over-delivering...

But I don't think anyone anticipated just how awesome this FHL Bonus Stack would become... 🙌



your second chance is almost up!  

Amy Porterfield info@amyporterfield.com [via](#) infusionmail.com
to heather ▾

Heather! I know your time is valuable and so I'll make this short and sweet.

If you missed the chance to sign up for *The Ultimate List Building Catch-Up Plan*, then **I want to invite you to join me TODAY on a [Facebook Live](#) broadcast at 10:30am Pacific / 1:30pm Eastern** for another chance to soak up the (abbreviated version of the) top tips and tricks I shared on the webinar.

Say what?!?

Yes, I heard such *amazing* feedback from those that showed up live, that I went to sleep last night thinking about how I can give those who missed out one more chance.

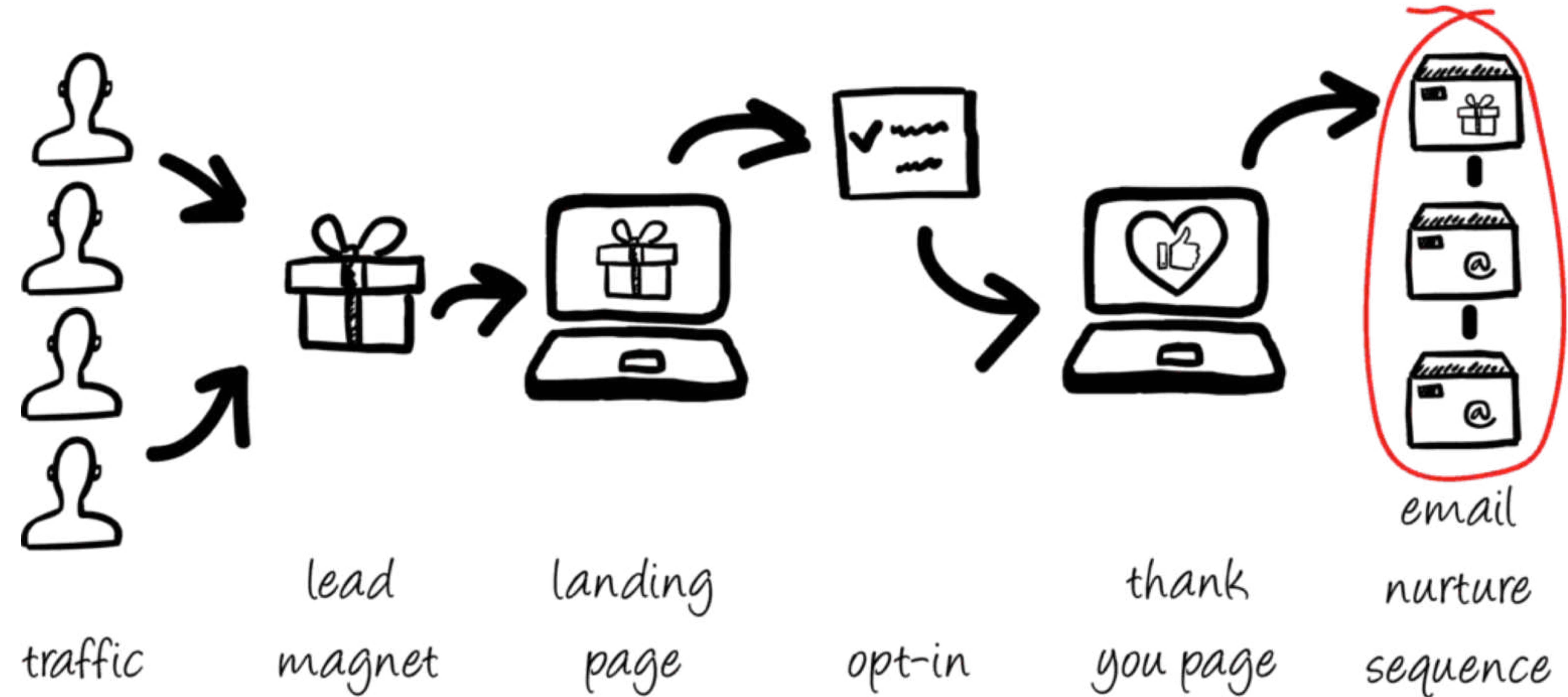
So join me today at 10:30am PST / 1:30pm EST on my [Facebook page here](#).

I know your time is valuable so I tightened it up to only include the best of the best strategies in half the time. ;)

AUTOMATIONS

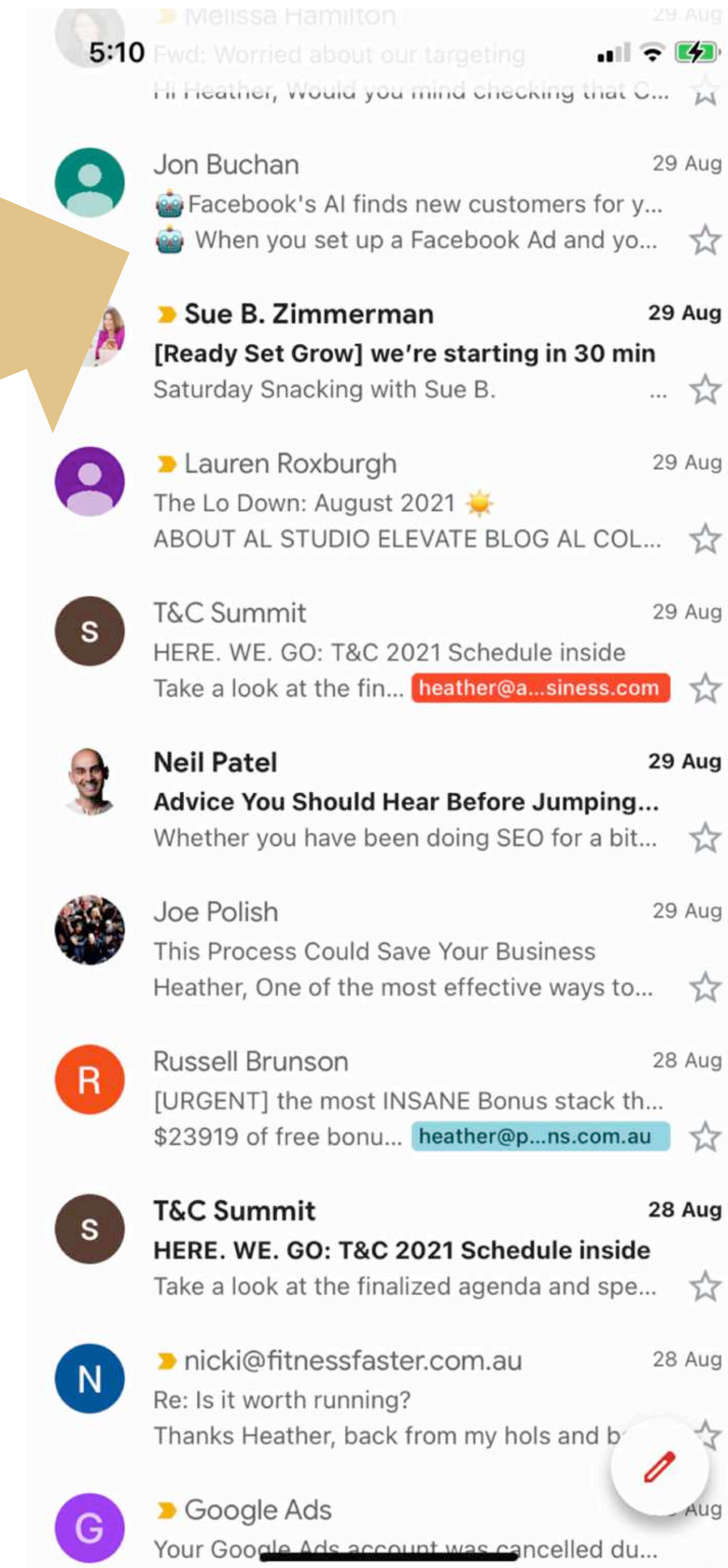
Nurture sequences after joining your email list, Onboarding after a sale, Pre or post event comms (webinar, appointment, etc)

Automations: Nurture Sequence

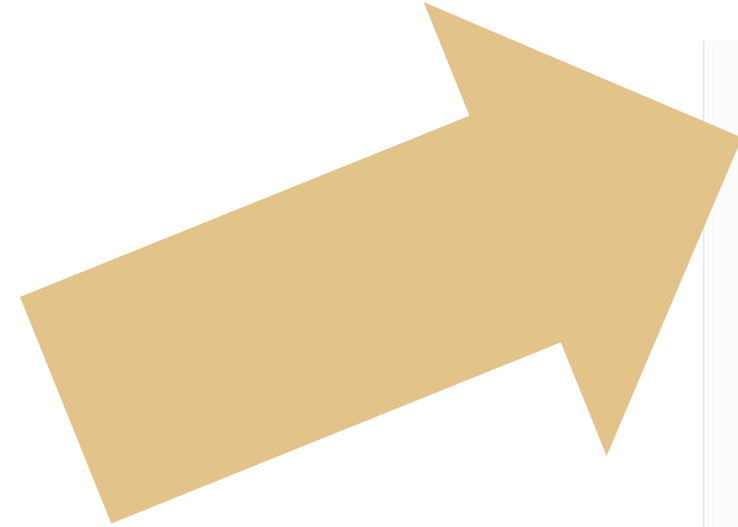


How to format your emails to get more opens and clicks

Use Pre-Header Text



Use Merge Fields



Heather's leap of faith? ➤

Done x

Laura Belgray

to Heather ▼

Hey Heather,

A few years ago, I wanted more days without client work.

I loved my clients and genuinely enjoyed the work we did together, when we were doing it...but even more, I loved waking up and seeing zero appointments on the calendar.

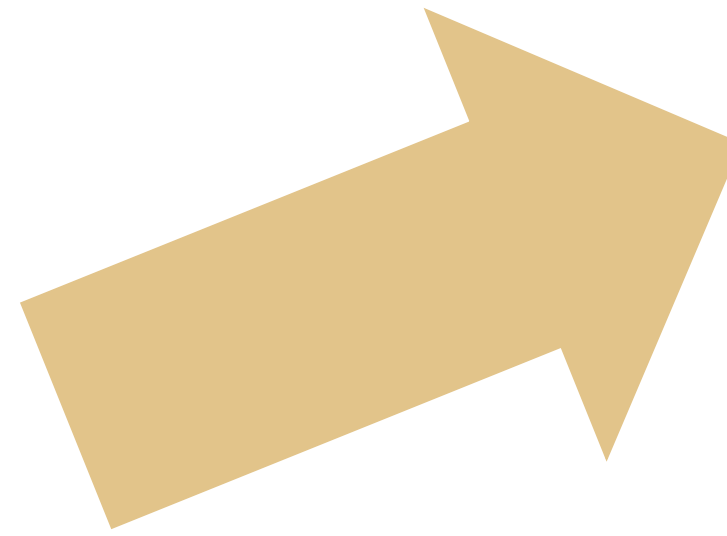
First, I decided I'd take clients only on Tuesdays, Wednesdays, and Thursdays.

Mondays and Fridays now felt so great, with all that calming blank space on the calendar and no times that I had to get back to my desk, that I thought, "What if I only took clients on Wednesdays?"

I loved it. Soon, though, I started saying, "Oh no, it's Wednesday."

(Please don't hit me! I know I sound like a crusty people-hater and an ungrateful brat. And maybe you only *wish* you had the problem of more clients than you

Use Emojis



You're invited 👉 how to PROTECT & GROW your business online 📧

Inbox x

heather@porterproductions.com.au x



Heather Porter via ontramail.com
to Heather ▼

Wed, Aug 18, 10:02 AM (12 days ago)



Hey Heather,

I can't wait to share this with you!

Have you ever thought even just one of these things??...

- Do I need **website terms and conditions and privacy policies**, and if so, what do I *REALLY* need?
- What do I need to include in these legal documents and where do I get them? (*can I just copy and paste from someone else?*)
- How do I know if my **online presence is protected**?
- No matter what I do **I can't seem to increase traffic** to my website.
- I have no idea where to even start with improving my website.
- What's better - **ads or SEO**? And what can I do to actually get results?

I have teamed up with Philip Evangelou, a Commercial Lawyer and the Director of OpenLegal. We are going to give you **the blueprint to PROTECT & GROW your business online.**

Use Great Subject Lines

- How tos – How to sleep better
- Questions – Is Paleo or Vegan better for your health?
- Why – Why blogging is the answer to getting more website traffic
- Mistakes – 7 mistakes every new business owner makes & how to avoid them
- Protection – How to protect your paint from fading
- Quick and easy – A quick and easy plan to onboard your new staff members
- Lists – 5 steps to finding your soul mate
- Urgency – Only 24 hours to go!
- Scarcity – Only 5 left! Don't miss out.
- Free – It's free if you act now.
- Social proof – 2,450 people told us how they increased their revenue

Use Animated GIFs of Photos



Limit CTA options

HubSpot emphasized finding a “middle ground” in their blog:


*“It’s never a bad idea to include multiple links in an email, since each link is a call-to-action that could reconvert your email recipient. That said, you don’t want those calls-to-action to compete with one another, which is why it’s crucial that you **decide exactly what it is you want your email recipient to do** upon receiving your email.”*

Try Buttons

“You can improve your click-through rates by 127% with a button-based CTA.”

Source: [Campaign Monitor](#)

Test Different Templates



Hi Damien,

Last week I told you that safety was our top priority... and I meant it.

Over the last few days we've seen the crisis situation escalate and the New York Department of Public Health has recommended that all large gathering should be postponed or cancelled.

So it's with a heavy heart that I tell you that **Marketing Summit 2023** will **NOT** be running on **June 31- July 2, 2023, in New York City**.


We're currently talking to all our partners, authorities and other relevant parties but I wanted to make sure that you know that **we'll ALWAYS prioritize the safety and health of our attendees, sponsors, exhibitors, and speakers** above all else and will do everything without our control to take care of you.

We are pleased to announce that we will be doing a Virtual Event on **July 15, 2023** with select guest speakers and online activities for our attendees. At Marketing Summit, we believe in **continuous learning** and we want to give you the **resources to be able to lead a successful career in marketing** in light of this crisis.

I appreciate your patience and support during this time... I know that we're not the only ones affected by current events and I'm sure that many of you are facing a very difficult situation.




We'll be giving you a **full update and itinerary of the virtual event** in the next few days.

Stay safe,



Kendrick James
Co-Founder
Marketing Summit

Follow us at [#marketingsummit2023](#) for updates



Newsletter

Title here

Issue no | month - month year



Topic 01

Far far away, behind the word mountains, far from the Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Topic 02

Far far away, behind the word mountains, far from the Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Topic 03

Far far away, behind the word mountains, far from the Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Our services

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

A top-down view of a workspace. In the top left, a portion of a silver laptop keyboard is visible. The top right is filled with a large pile of multi-colored circular confetti. In the bottom right, a bright pink notebook is open, with the word 'AMAZING' written in white capital letters on its cover. A pink pen lies diagonally across the notebook. The background is a light gray surface.

The content you need to increase conversions

Develop a Content Plan

Come up with your own 5 'buckets' of content to continually post about



What to talk about

- How to's/teaching
- Behind the scenes (BTS)
- User generate content (UGC)
- Reporting on industry or company news
- Interviews
- Product comparisons
- Case studies
- Trends
- Event highlights
- FAQs

How these topics fit into the Customer Journey

Awareness

Consideration

Purchase

Retention

Advocacy

Awareness

Consideration

Purchase

Retention

Advocacy



#1 – Awareness Content Ideas:

How can you get new people interested in what you offer without directly selling?

Education, blog posts, podcasts, education about a specific product (i.e. ingredients, stats)



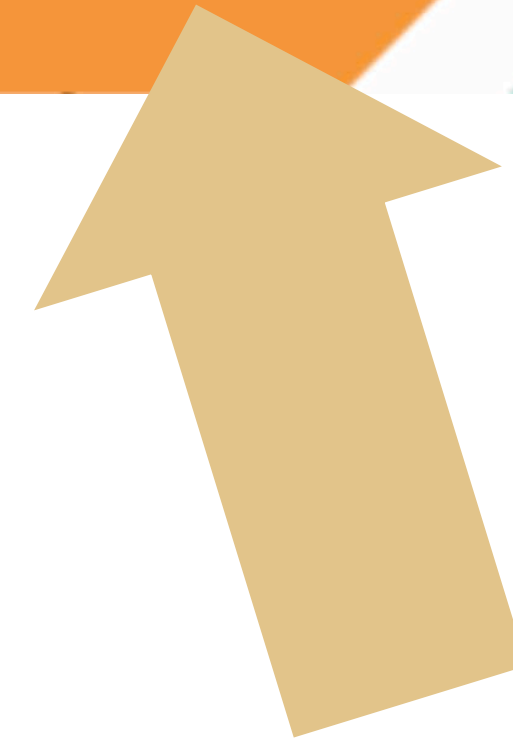
Awareness

Consideration

Purchase

Retention

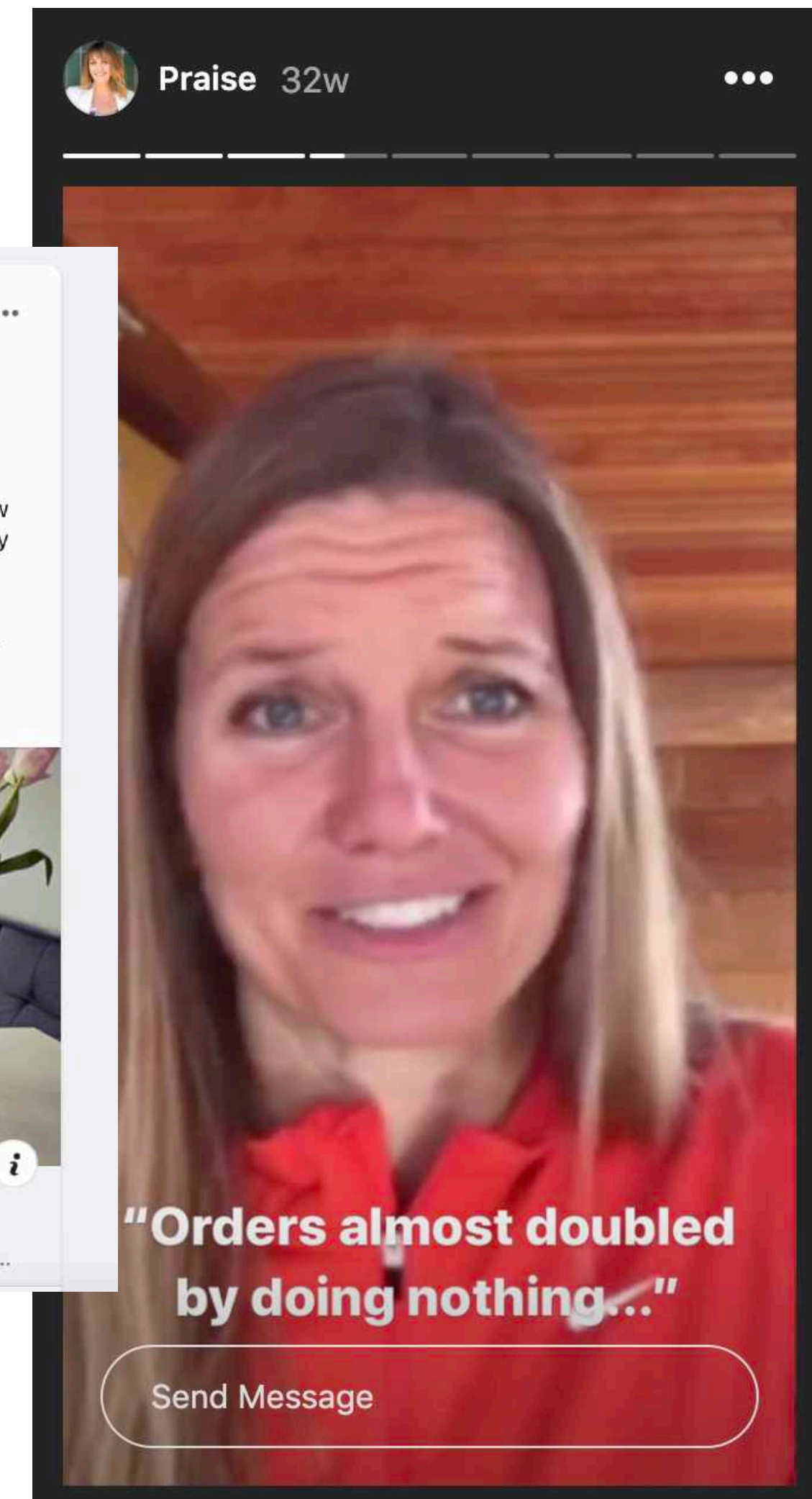
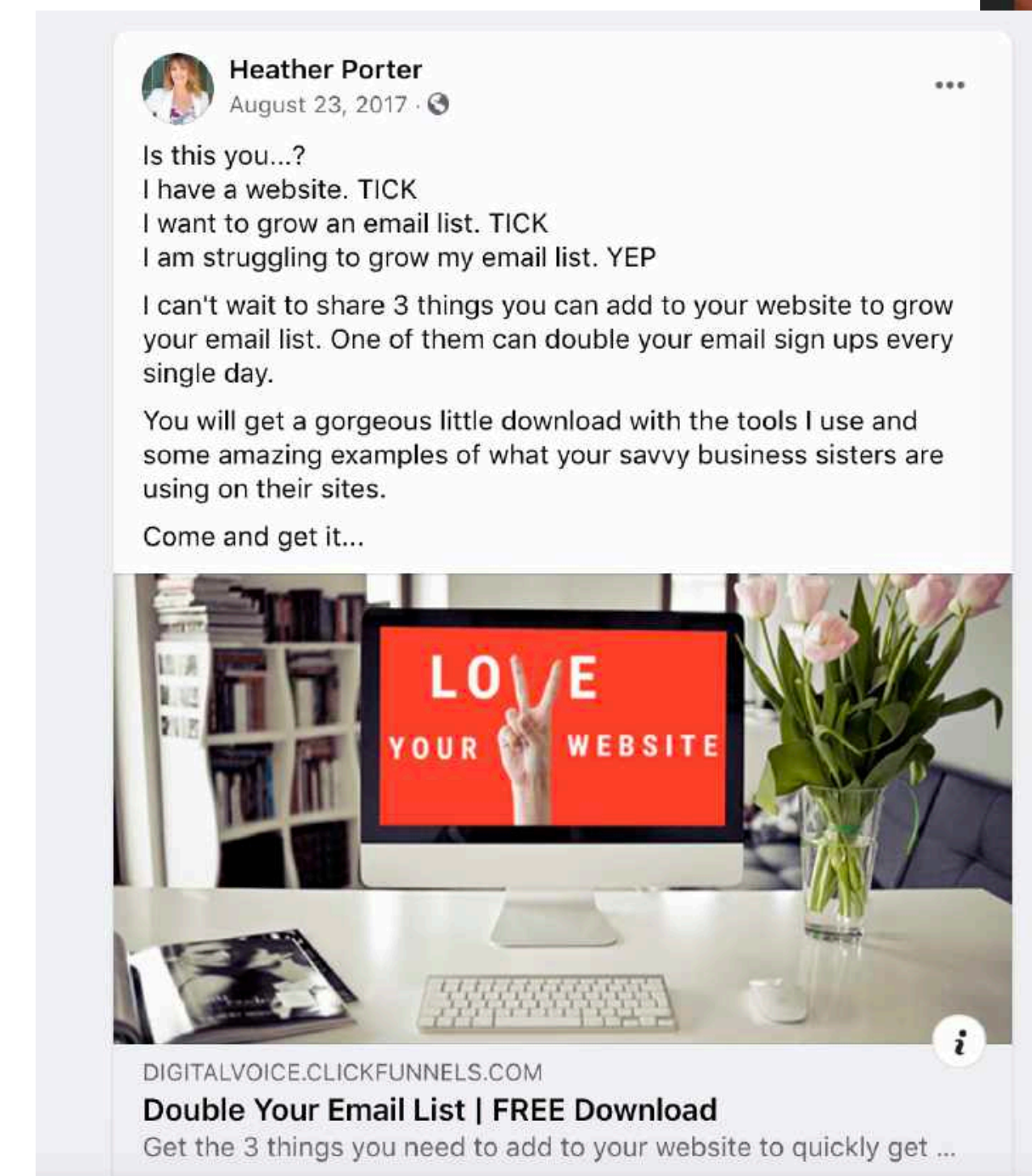
Advocacy



#2 - Consideration Content Ideas:

What can you share to get people to come to your website to check out what you do, or sign up to your email list?

Free download, webinar, mini course, online challenge, product demo, product comparison page, case studies, before and afters, testimonials, competitions



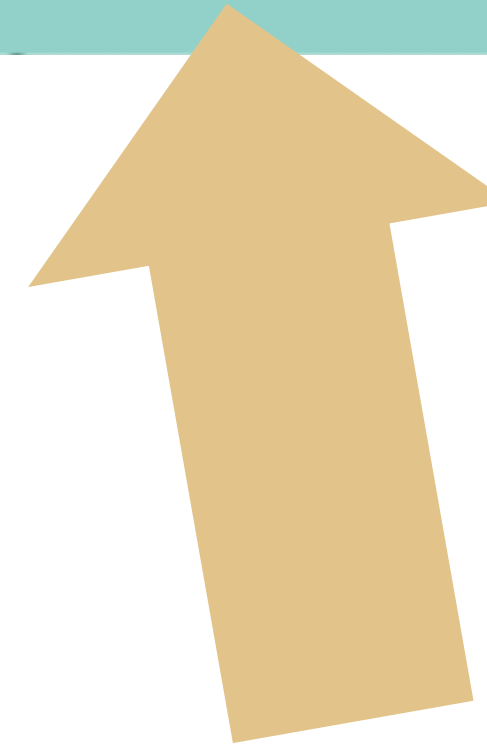
Awareness

Consideration

Purchase

Retention

Advocacy



#3 - Purchase Content Ideas:

What can you share that will get someone interested in buying?

Discounts, special offers, limited time availability, bundles, discovery calls



Heather Porter

Sponsored (demo) · 🌐



Do you ever hear that others are getting a lot of leads and sales from their website? It can be frustrating, especially after you spent a lot on your site with no results.

I know all too well how this feels.

I started my business in 2008 right when Facebook was catching on. I had built a website for a well known speaker which got them a lot of members and suddenly other people wanted me to do the same for them. ... [See More](#)



WEBSITELOVE.COM.AU

Get the leads and sales you want from your website

[Click here to sign up for the free training](#)

[Learn More](#)

Awareness

Consideration

Purchase

Retention

Advocacy

#4 - Retention Content Ideas:

How can you get current customers to keep buying and refer business to you?

Seasonal specials, loyalty offers, sharing UGC, behind the scenes, pre-launch specials, discounts, referral rewards, private trainings

The image displays a Facebook post and a video player. The Facebook post is from 'Website Love', published by Corrine WithAmore-Collective on May 18 at 9:11 AM. The post text asks: 'Are you trying to build an email list from your website? Is your 'Lead Magnet' powerful enough to capture your audience? What is a lead magnet you ask?... See More'. Below the post is a video player showing a woman speaking. The video title is 'How To Build Your EMAIL LIST'. The video player shows a progress bar at 0:08 / 22:21. Below the video player, the text reads: 'Facebook app posted a video to playlist Boost Workshops. August 19 · A workshop designed for not-for-profit organizations how to drive impact through leveraging free f and industry best practices. We will... See More'. At the bottom right, there is a red heart icon and the text 'Website Love'.

Website Love
Published by Corrine WithAmore-Collective ·
May 18 at 9:11 AM ·

Are you trying to build an email list from your website?
Is your 'Lead Magnet' powerful enough to capture your audience?
What is a lead magnet you ask?... See More

Heather Porter shared a video from the
with Facebook Workshops.
August 14 ·

Hey FB friends! I am doing a training next week
how to do Facebook Fundraising. If you, or som
a non-profit or want to be a little more savvy in
others you might want to check this out 🙌

How To Build Your
EMAIL LIST

Facebook app posted a video to playlist Boost
Workshops.
August 19 ·

A workshop designed for not-for-profit organi
how to drive impact through leveraging free f
and industry best practices. We will... See More

for people to want to give you their
email address.

Website Love

2 copywriting formulas

Copywriting Formula #1: Develop different conversations (hooks)

3 ways to talk about what you sell:

1. Connect to emotions:

How do you think the person currently feels about their problem that you will solve?

2. Describe the facts:

Do you have a warranty? A price guarantee? How long will it take? What ingredients do you use? What is included in their package?

3. Get them to picture using it:

Describe what it would be like if someone purchased what you are selling. Walk them through the process so they can picture themselves as a customer of yours.

Copywriting Formula #1: Develop different conversations (hooks)

Here is an example of what Car Mechanic might do.

1. Are you frustrated because you feel taken advantage of when getting your car fixed? Do you feel like sometimes you get sold things you don't need and are not sure what to do about it? We don't do that here. We will explain everything to you at each step in the process so you know what is happening and can choose what you want. Call us now to see if we can help.
2. Is your car having problems? Our tune up package is capped at 3 hours. Even if we go over you don't pay for it. Plus we back our work with a 1 year guarantee. Click the link below to book in a free appointment.
3. Do you need your car fixed but can't afford to be without it? Imagine dropping it off to us and using our shuttle service to take you where you need to be. We will pick you up when we are done and take you back to your car. All you have to do is drop it off. Call us now to tell us what's wrong with your car and to find out more about our fix it package.

Copywriting Formula #2: Problem, Agitate, Solution (PAS)

Follow these 3 steps:

1. **Problem:** Ask a question or make a statement that connects with their problem
2. **Agitate:** Tell a story or connect deeper with their problem and show them you understand their situation.
3. **Solution:** What are they meant to do to take a next step with you (sign up, call, email, read more, etc)

Copywriting Formula #2: Problem, Agitate, Solution (PAS)

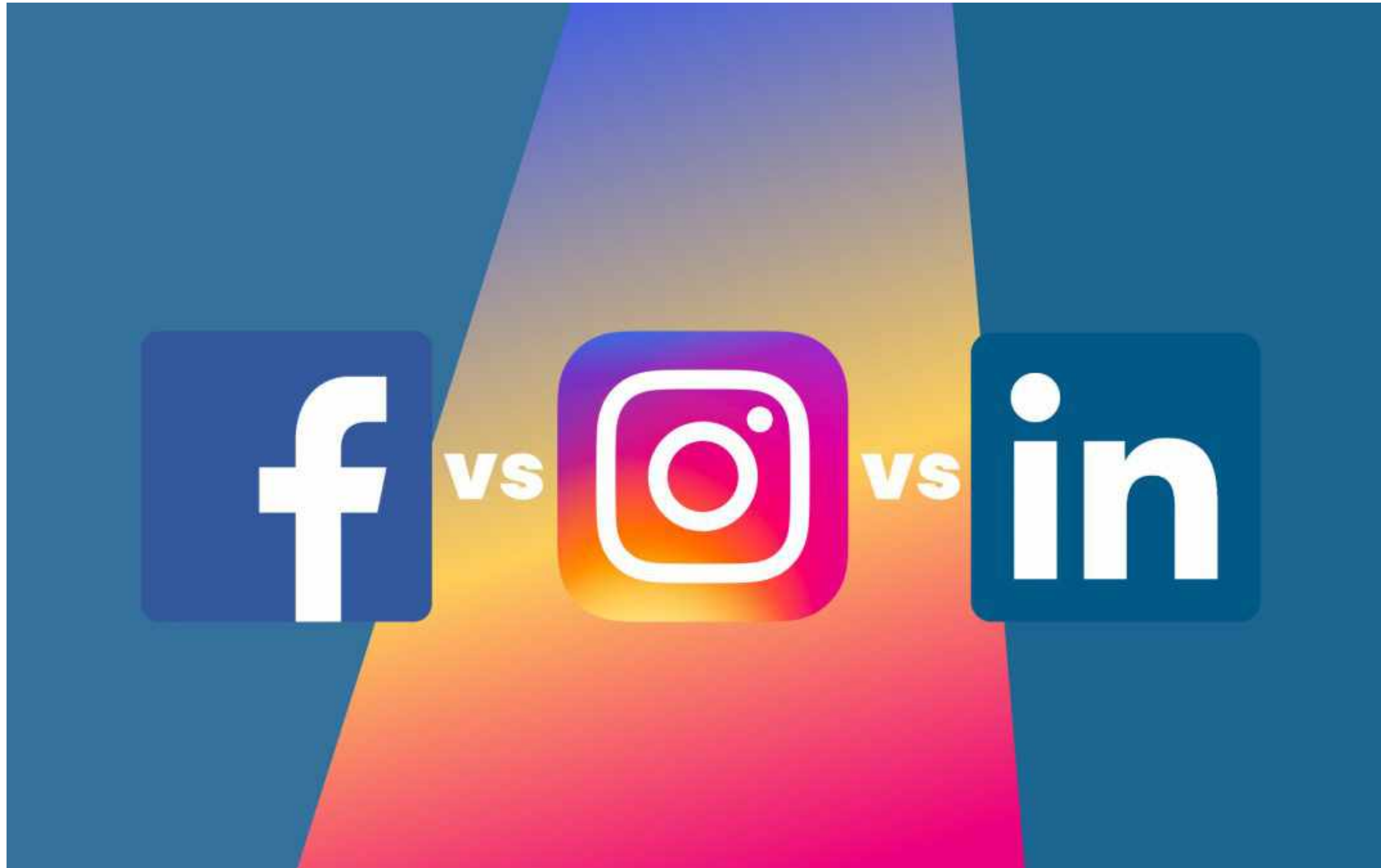
Here is an example of what a business selling chocolate gifts might do:

Are you trying to find a unique gift for your girlfriend? We know how hard it can be to find the perfect thing! That's why we have put together our "love box" which not only has our top selling chocolates, but also has a custom love note that you can include. Imagine how special she will feel, when you turn up with our beautifully gift wrapped box! Just click the link below to buy online.

A top-down view of a workspace. In the top left, a portion of a silver laptop keyboard is visible. The top right is filled with a large pile of multi-colored confetti. In the bottom right, a bright pink notebook is open, with the word 'AMAZING' written in white capital letters on its cover. A pink pen lies diagonally across the notebook. The background is a light gray surface.

**What and when to post on social media
to get the best results**

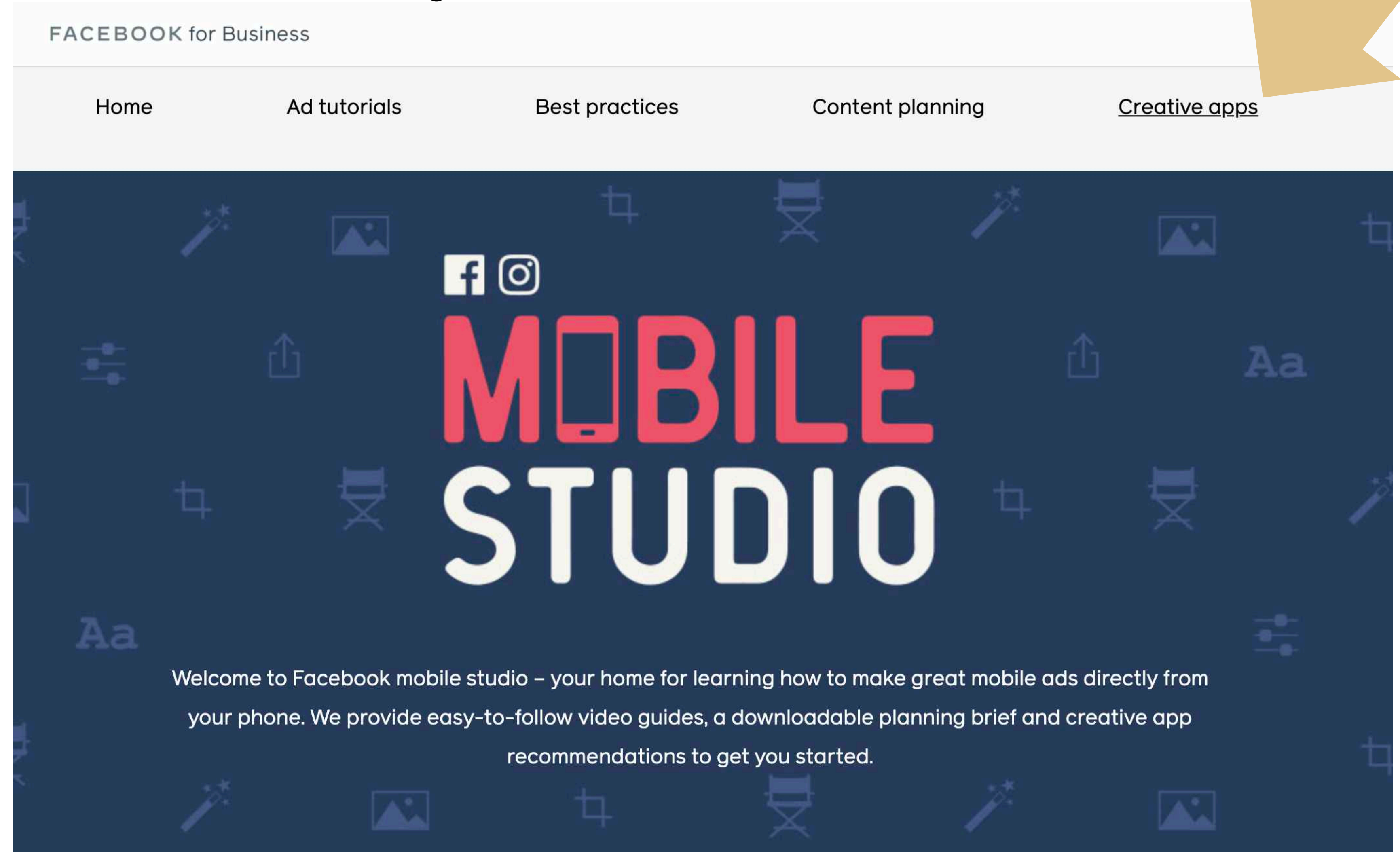
What to use?



Try different types of video

Regular video (short and long), GIFs, Live, Stories, IGTV, Reels

Google “Facebook Mobile Studio” for ideas on creative apps



Create videos for no sound

Use captions or
graphics to illustrate
main points



Try animated gifs or mini movies

[Home](#) › [Templates](#) › [Animated](#)

Browse high quality Animated templates for your next design

23,337 templates

 \wedge

 All categories

Business

▼ Social Media

Video

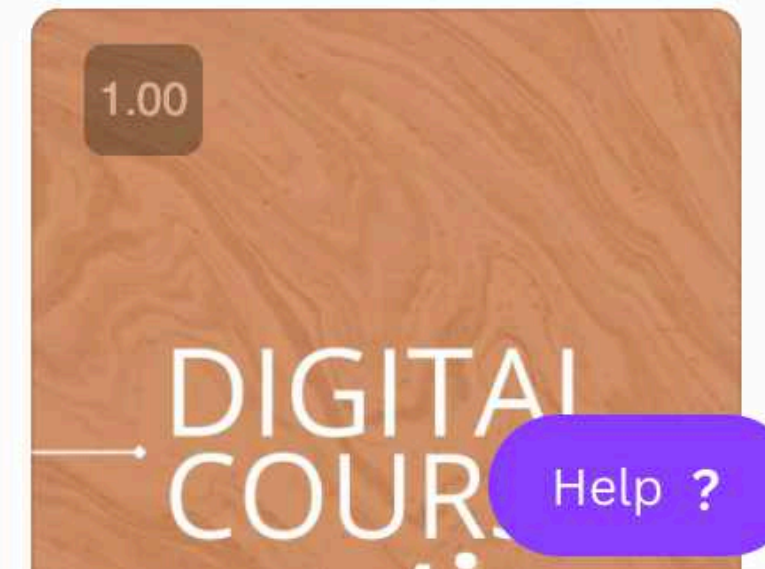
Marketing

Custom Prints

▼ Cards & Invitations

Education

^

☐ Animated (9.1K)☐ Modern (8.6K)

Help ?

**Find out what your followers
already like**

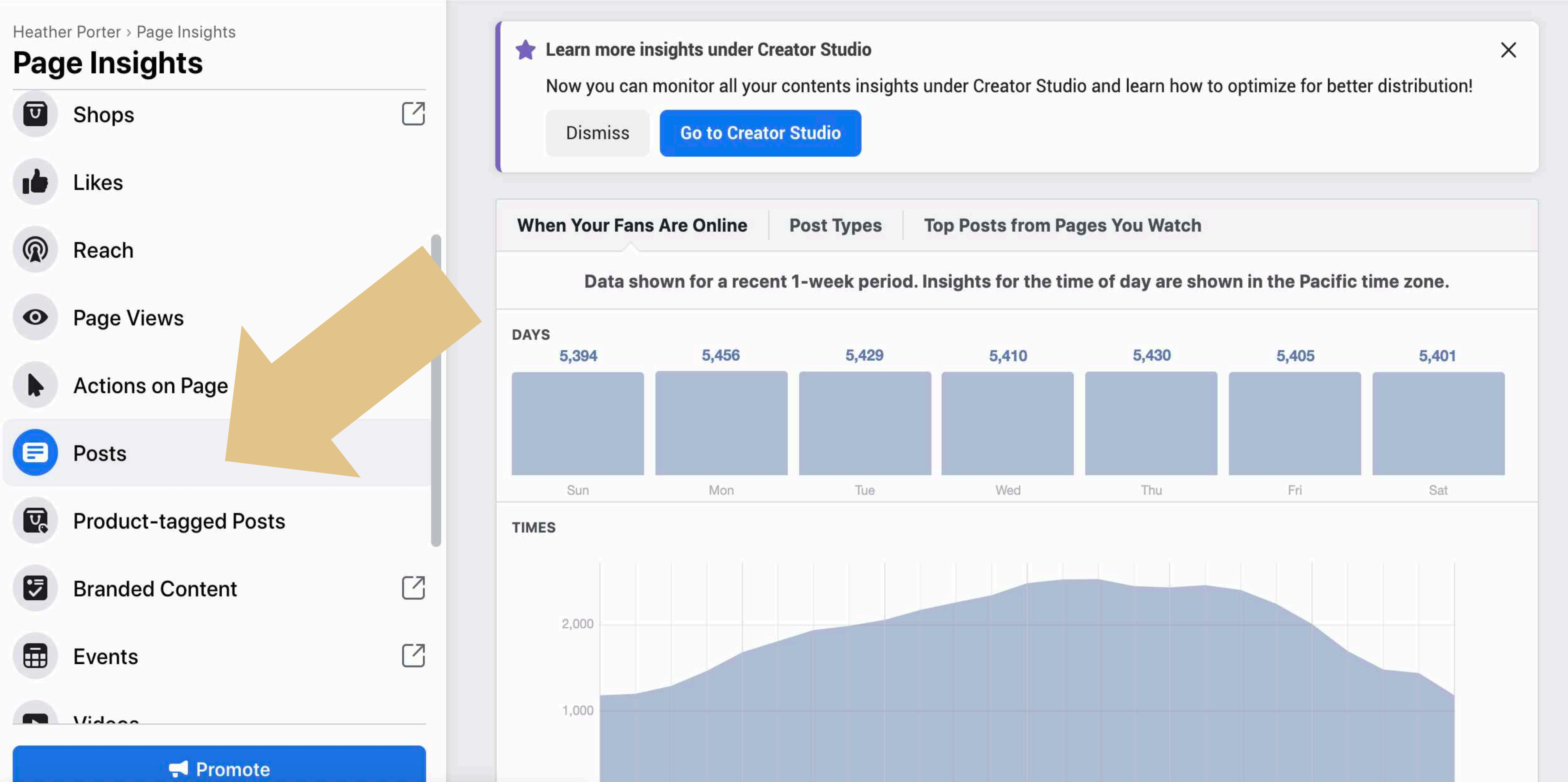
Find out what they like on Facebook

The image shows a Facebook page for Heather Porter, an entrepreneur. The page layout includes a top navigation bar with the Facebook logo, a search bar, and icons for home, notifications (9+), video (9+), shop, and friends. The left sidebar contains a 'Manage Page' section with a dropdown menu for Heather Porter, and a list of navigation options: Home (selected), Ad Center, Inbox (23 new messages & 42 new comments), Manage Jobs, Notifications (84 new), Insights (highlighted with a large yellow arrow), and Publishing. The main content area features a profile header for Heather Porter (@findfameonline · Entrepreneur) with a profile picture and a cover photo. Below the header is a navigation bar with tabs for Home, Services, Reviews, Offers, and More, along with buttons for Promote, View as Visitor, and a search icon. The 'Insights' section is displayed, showing data for the last 28 days (Aug 7 - Sep 3). The insights data is as follows:




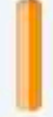










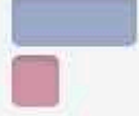

























Metric	Value	Change
People Reached	563	▲233%
Post Engagements	31	▲158%
Page Likes	12	▲100%

Below the insights is a 'Create Post' section with options for Photo/Video, Get Messages, and Feeling/Activity. Further down, there are buttons for Create, Live, Event, Offer, and Job. A post by Heather Porter is visible, dated 3 days ago, with the text: 'Hey guys - I'm running a webinar for NSW Small Business Month in Oct. It's free and will be a jam packed hour! Have a look. It would be amazing to see some of your friendly faces online during the'.

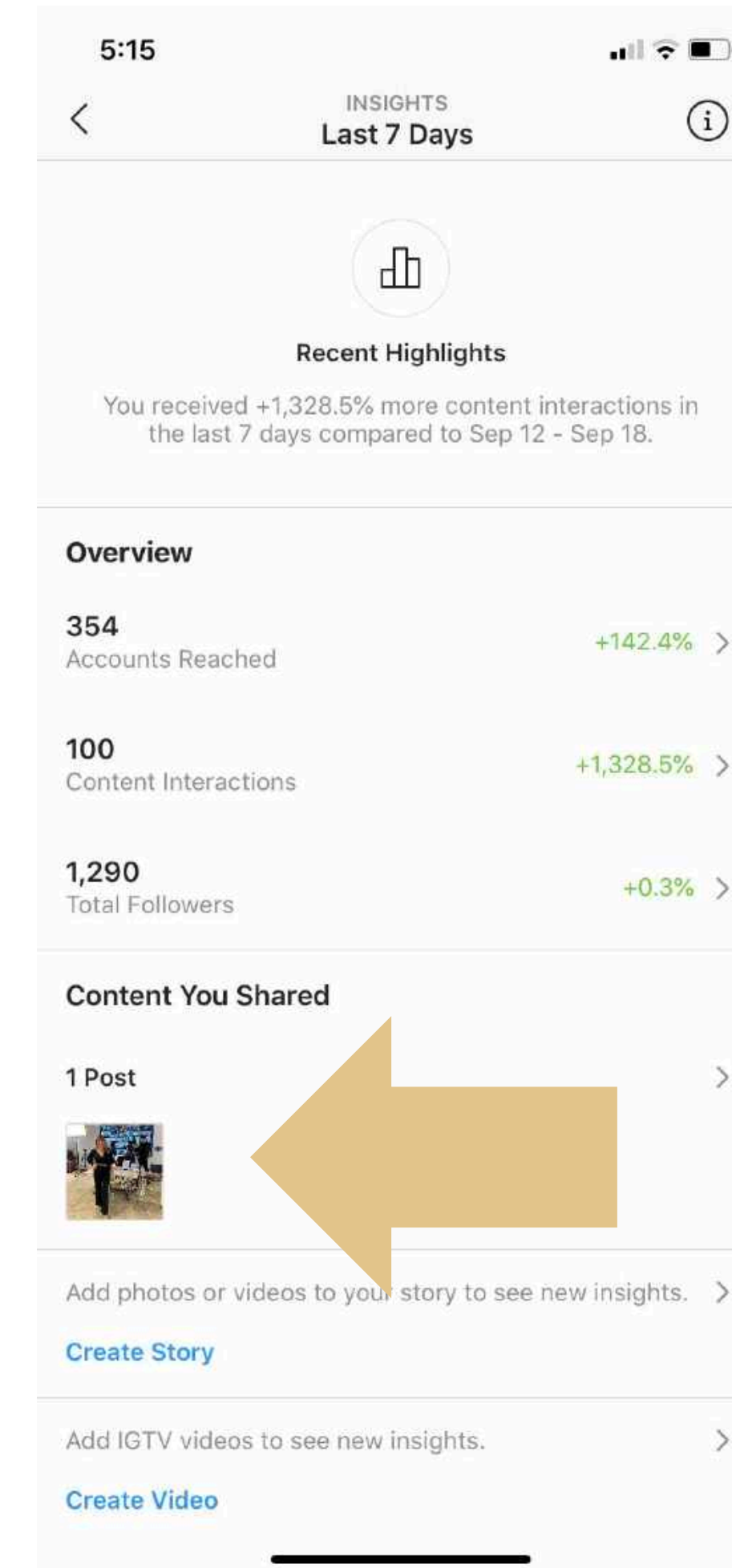
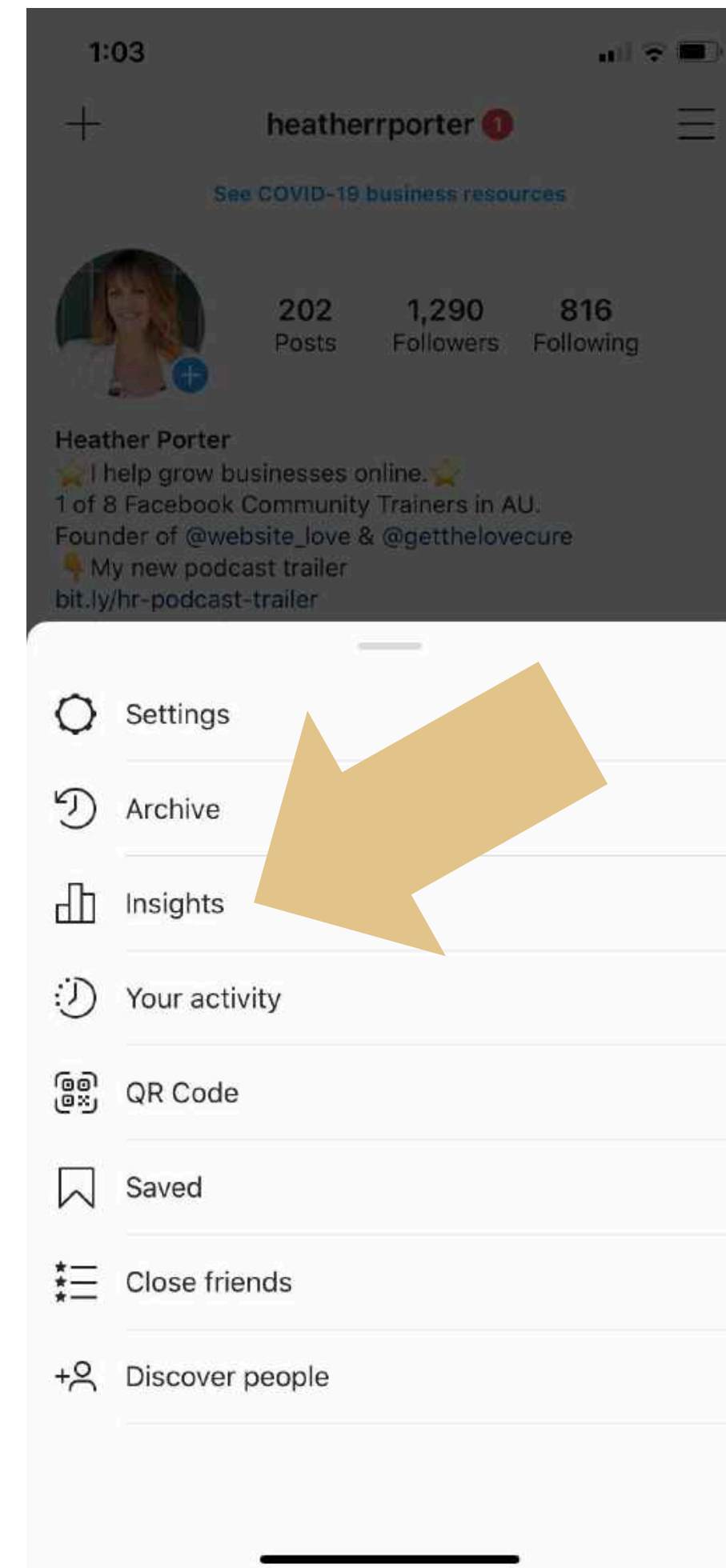
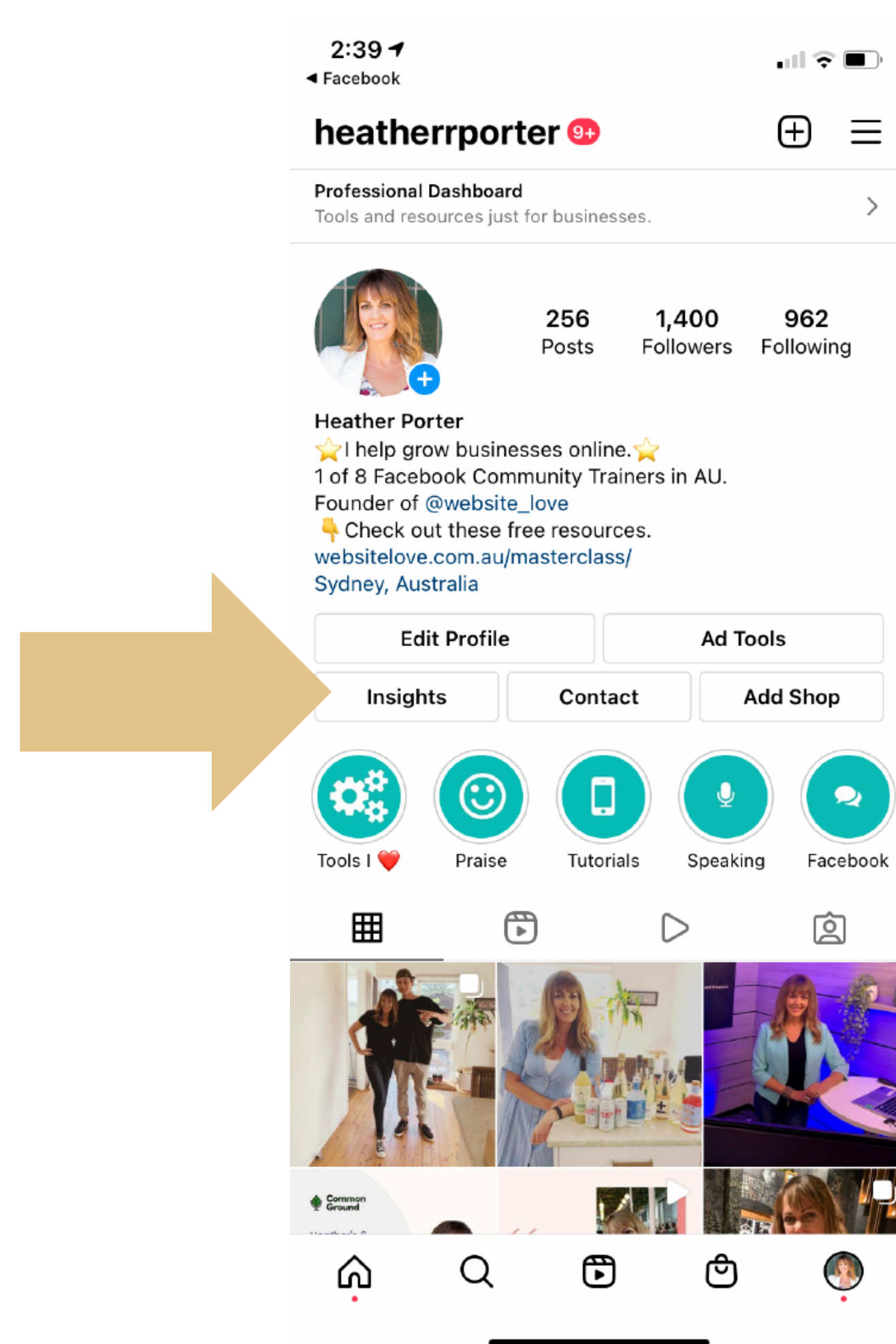
Facebook Insights



Look at your most popular posts


Reach: Organic / Paid Post Clicks Reaction and Shares							
Published▼	Post	Type	Targeting	Reach ⓘ	Engagement	Note	
04/20/2018 12:29 pm	 Have you been looking for another way to promote you			94 	10 	View Promotion	
04/19/2018 10:47 am	 When so many are chasing "likes" instead of thinking "d			1K 	377 	Boost Post	
03/27/2018 4:00 pm	 Anyone else choose experi ences over "things"?			492 	208 	Boost Post	
03/20/2018 1:02 pm				213 	52 	Boost Post	
03/16/2018 2:12 pm	 What is automation? And h ow you can make it work to			766 	298 	View Promotion	
03/10/2018 11:51 am	 Struggling to make sense of the recent changes in Face			368 	40 	View Promotion	
03/09/2018 12:31 pm	 Are you creating buying frict ion? (and what to do about i			323 	105 	Boost Post	
02/28/2018 3:32 pm	 Oh yes. My thoughts exactl y. This is why I am doing m			117 	12 	Boost Post	

Instagram Insights in your app




**Get more reach fast with
Boosted Posts**

Facebook Boosted Posts

**ModernWedding**
Published by Alice Lily Shaw · March 18 at 8:00 PM ·

Newly engaged? Check out the gorgeous gowns that are inspiring the bridal world 💕

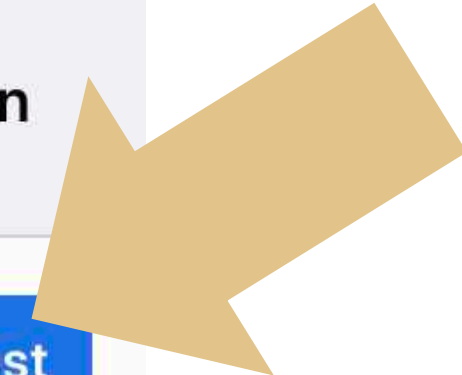


MODERNWEDDING.COM.AU

The Wedding Dresses Inspiring The Bridal World - Modern Wedding

2,988
People reached


[Boost a post](#)



Facebook Boosted Posts


Goal

What results would you like from this ad?

Automatic


Let Facebook select the most relevant goal based on your settings.

Change


Special Ad Category 

Ads about credit, employment, housing, or social issues, elections or politics

☐

Audience 


Who should see your ad?

People you choose through targeting 


Audience details


Location - living in: Australia



Age: 18 - 65+






Ad preview

ModernWedding

Sponsored · 


 


Take a look at the beautiful wedding dresses inspiring the bridal world  




MODERNWEDDING.COM.AU


The Wedding Dresses Inspiring The Bridal World - Modern Wedding

 Like

 Comment

 Share

See all previews

 Website Love

Facebook Boosted Posts



Edit Audience

Age

1865+

Locations

Locations

Type to add more locations

Australia

Australia + 25 mi

Detailed Targeting

Detailed Targeting

Add people who match at least one of the following

Browse

Demographics

Newly engaged (1 year)

For advanced targeting features, go to [Ads Manager](#).

Specific

Broad

Potential Reach: 88,000 people

Your audience selection is fairly broad.

Cancel

Save Audience

Duration

Days

5

End date

Sep 18, 2020

Total Budget

\$ 25.00

Placements

Facebook, Instagram

Estimated Daily Results

People Reached

422 - 1.2K

Post Engagement

52 - 151

Payment Summary

Your ad will run for 5 days.

Total budget

\$25.00 AUD

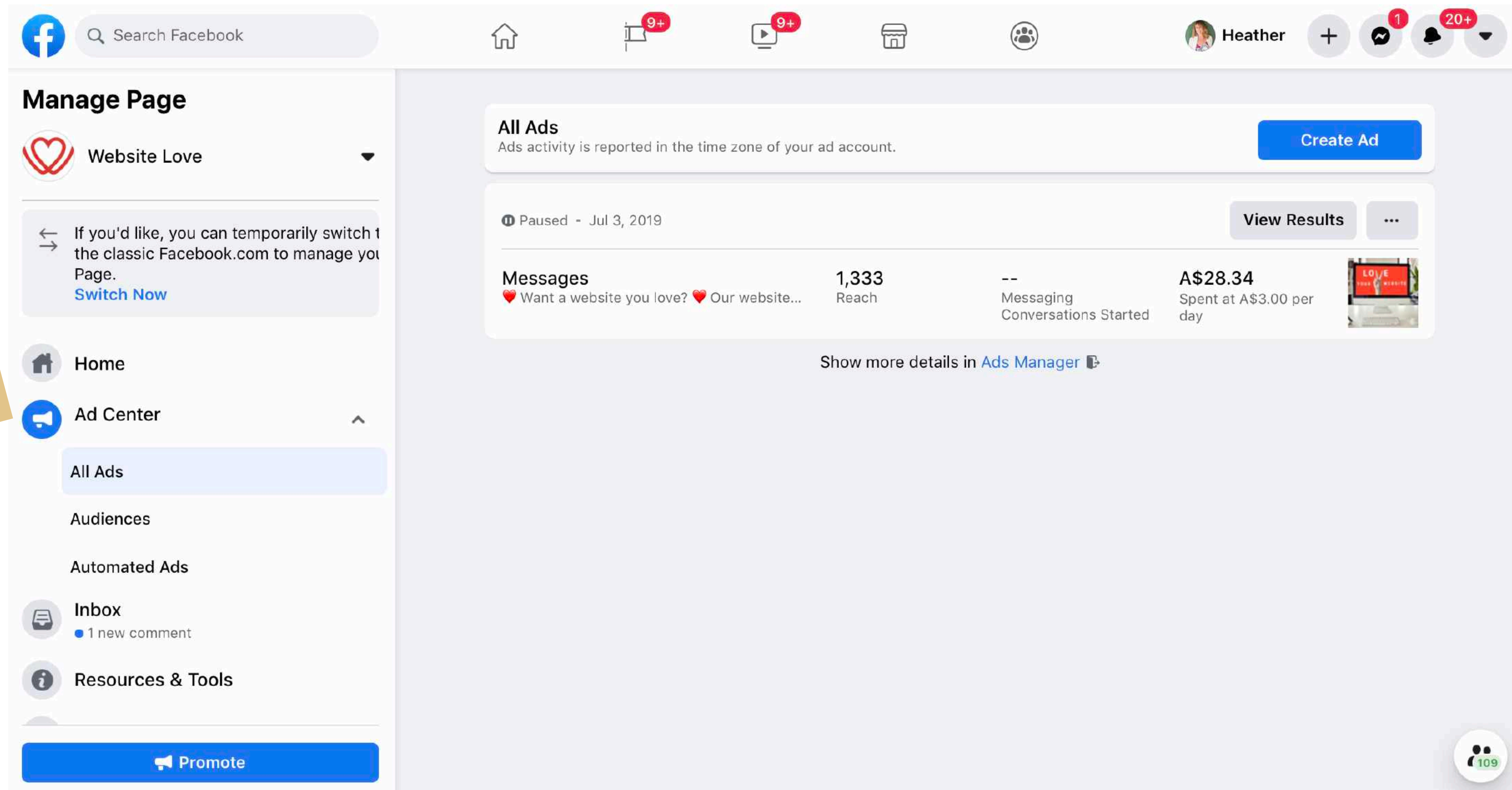
Estimated tax

\$2.50 AUD

Total amount

\$27.50 AUD

Where to keep an eye on your ads



The screenshot shows the Facebook Ads Manager interface. On the left sidebar, the 'Ad Center' menu item is highlighted with a yellow arrow. The main content area displays the 'All Ads' section, which is currently paused. Below this, a table shows the performance of a specific ad campaign.

Manage Page

Website Love

If you'd like, you can temporarily switch to the classic Facebook.com to manage your Page. [Switch Now](#)

Home

Ad Center

All Ads

Audiences

Automated Ads

Inbox

1 new comment

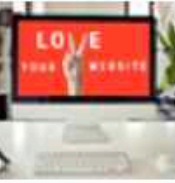
Resources & Tools

Promote

All Ads

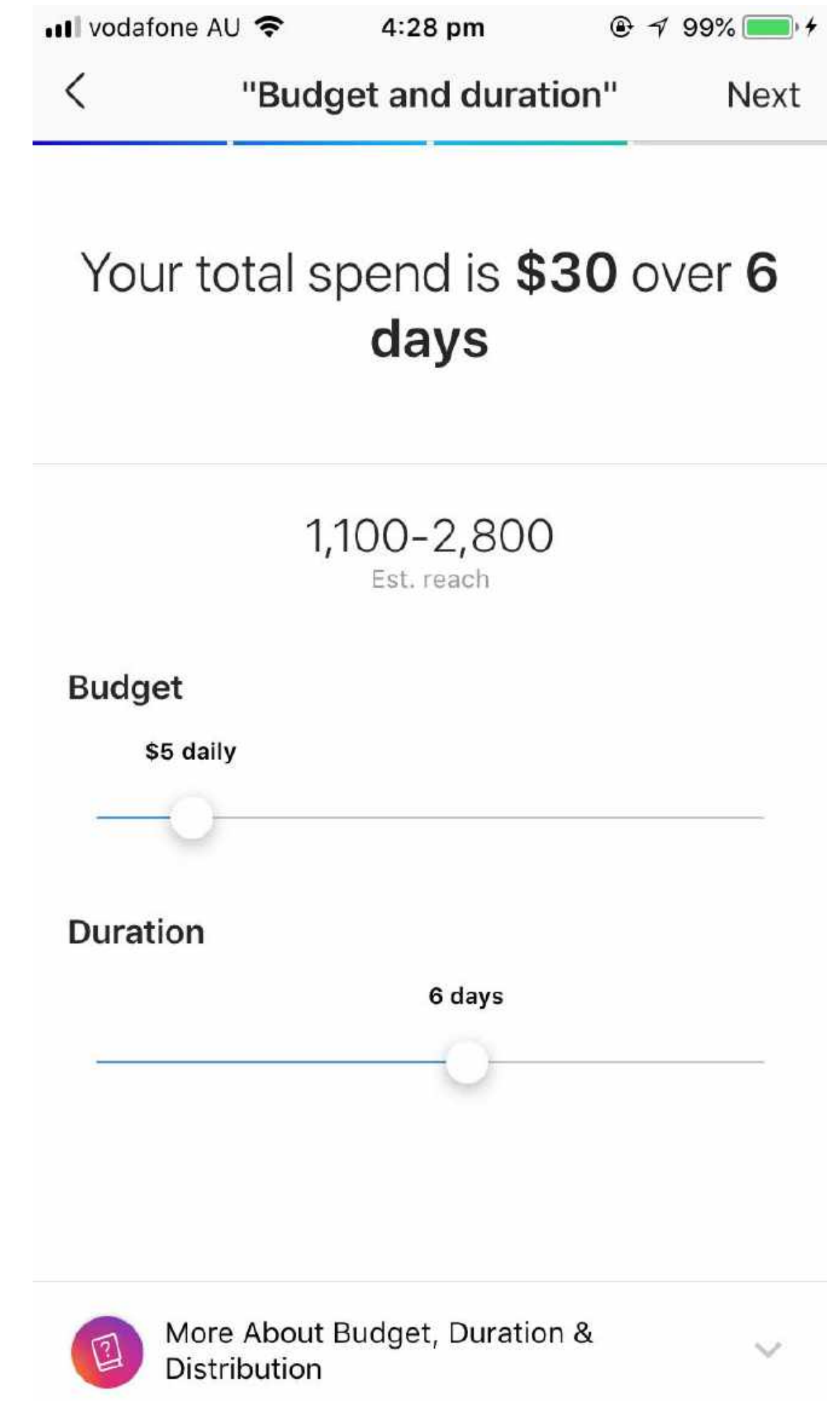
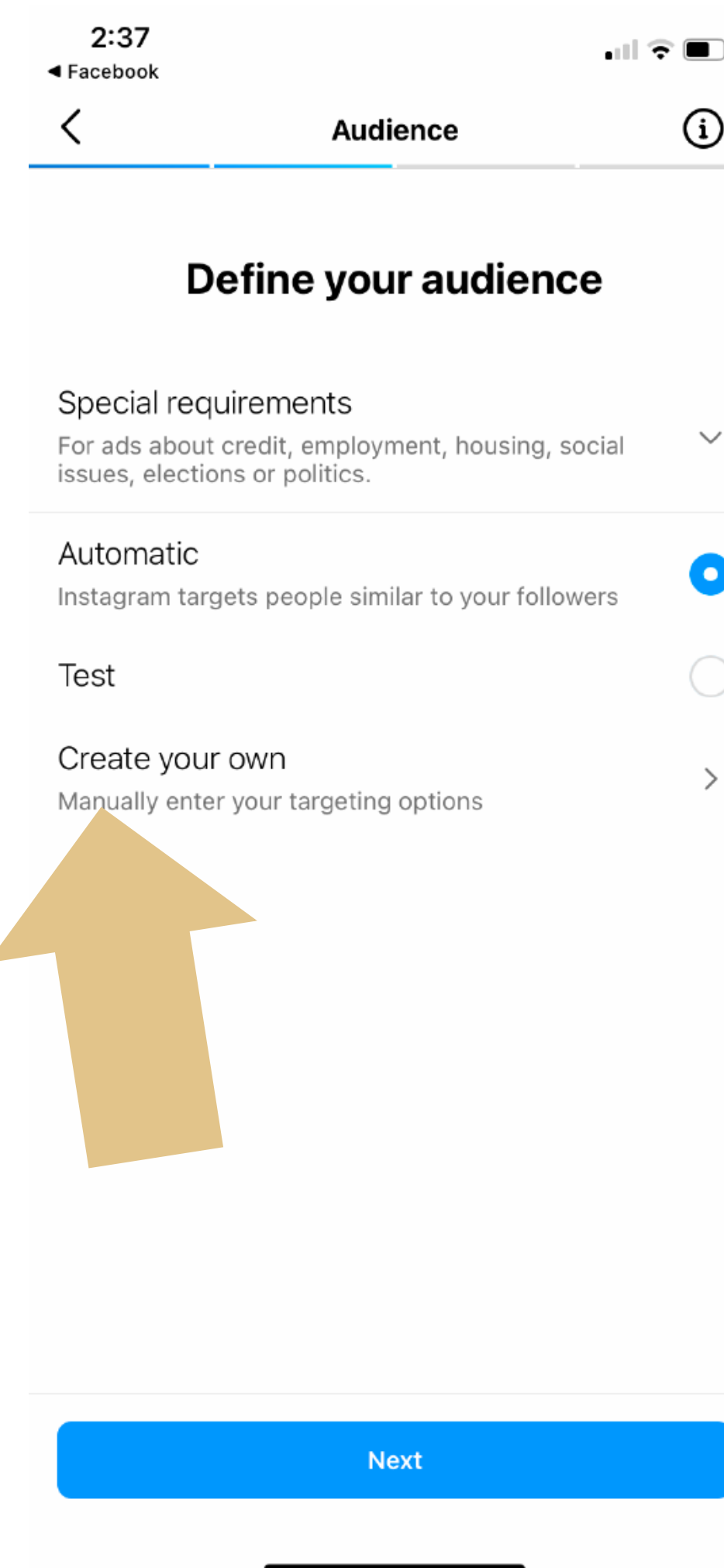
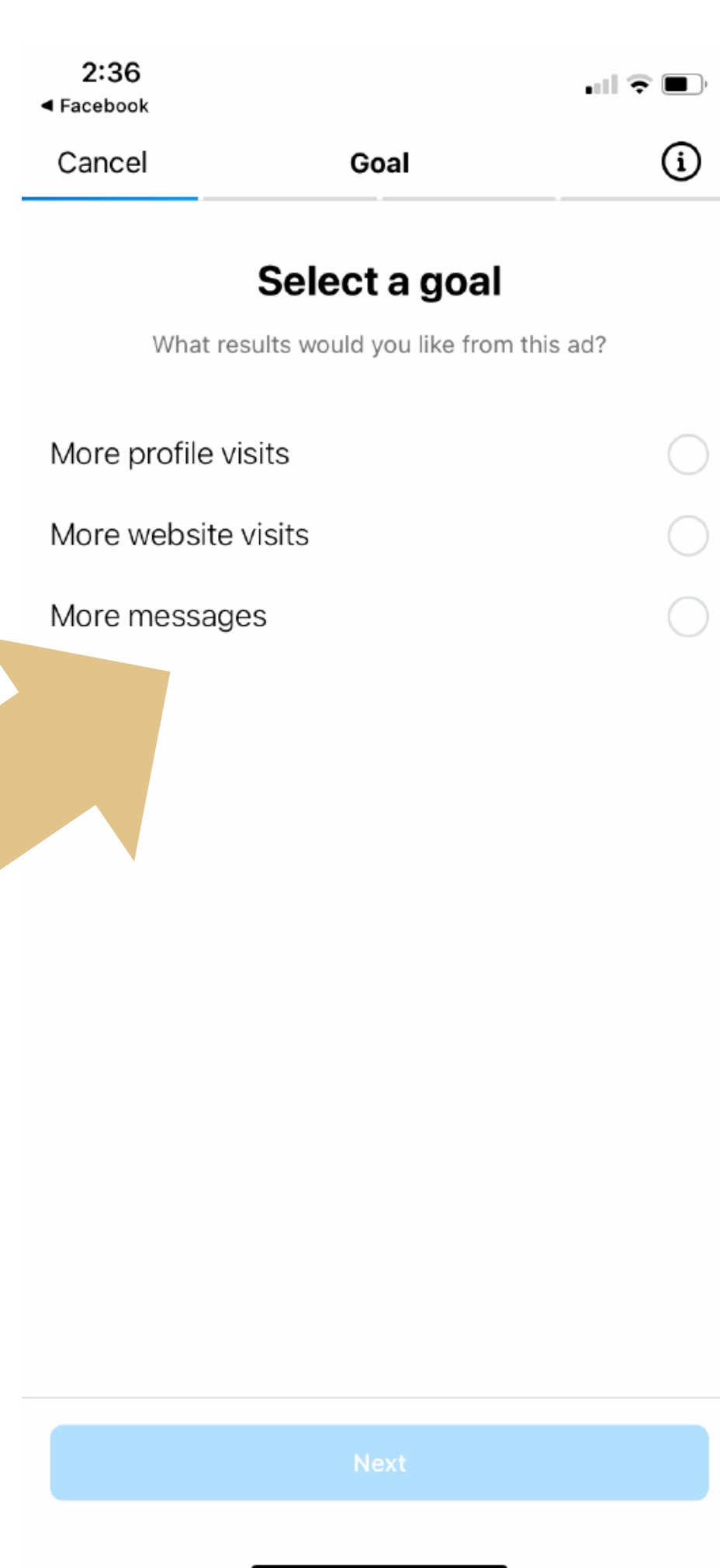
Ads activity is reported in the time zone of your ad account. [Create Ad](#)

Paused - Jul 3, 2019 [View Results](#) [...](#)

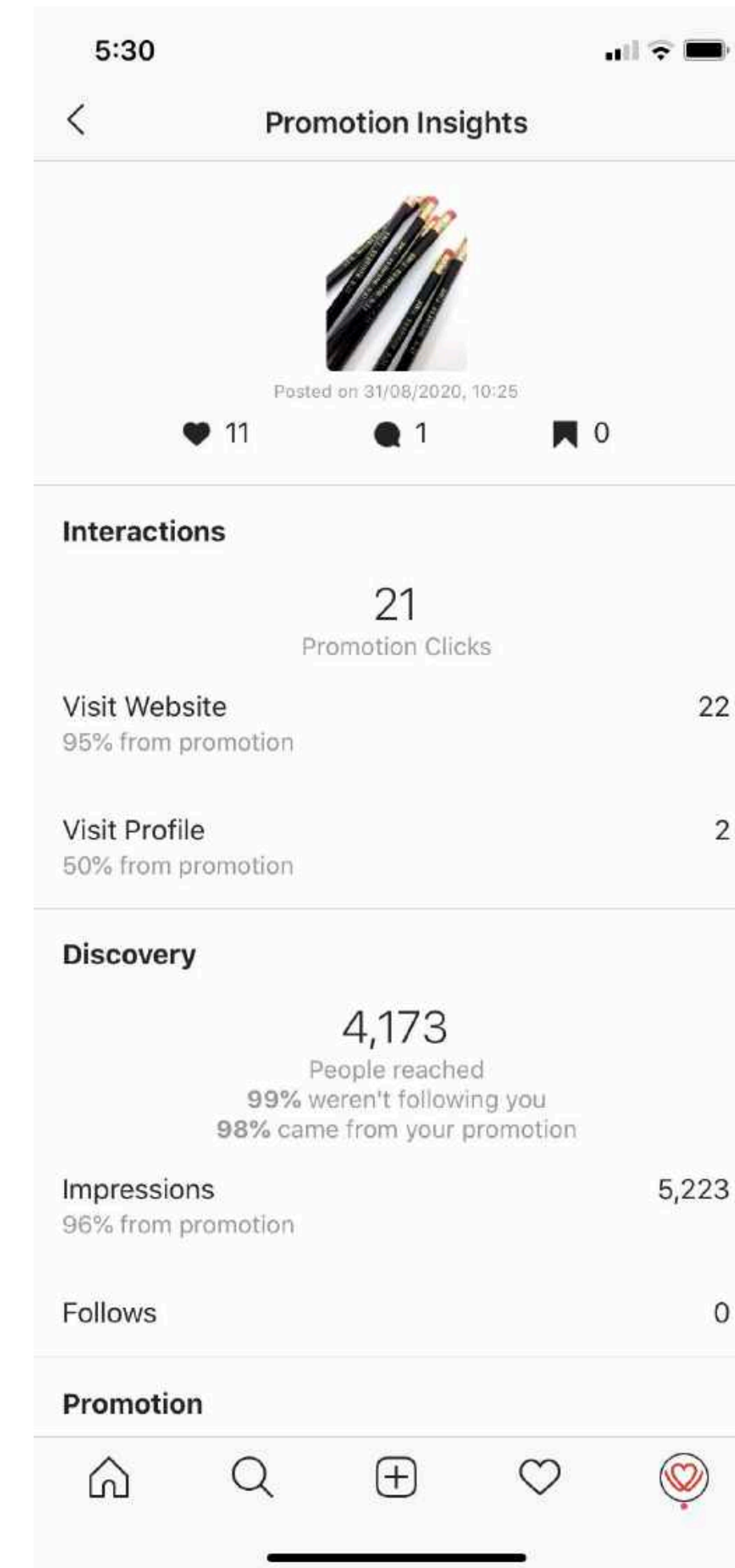
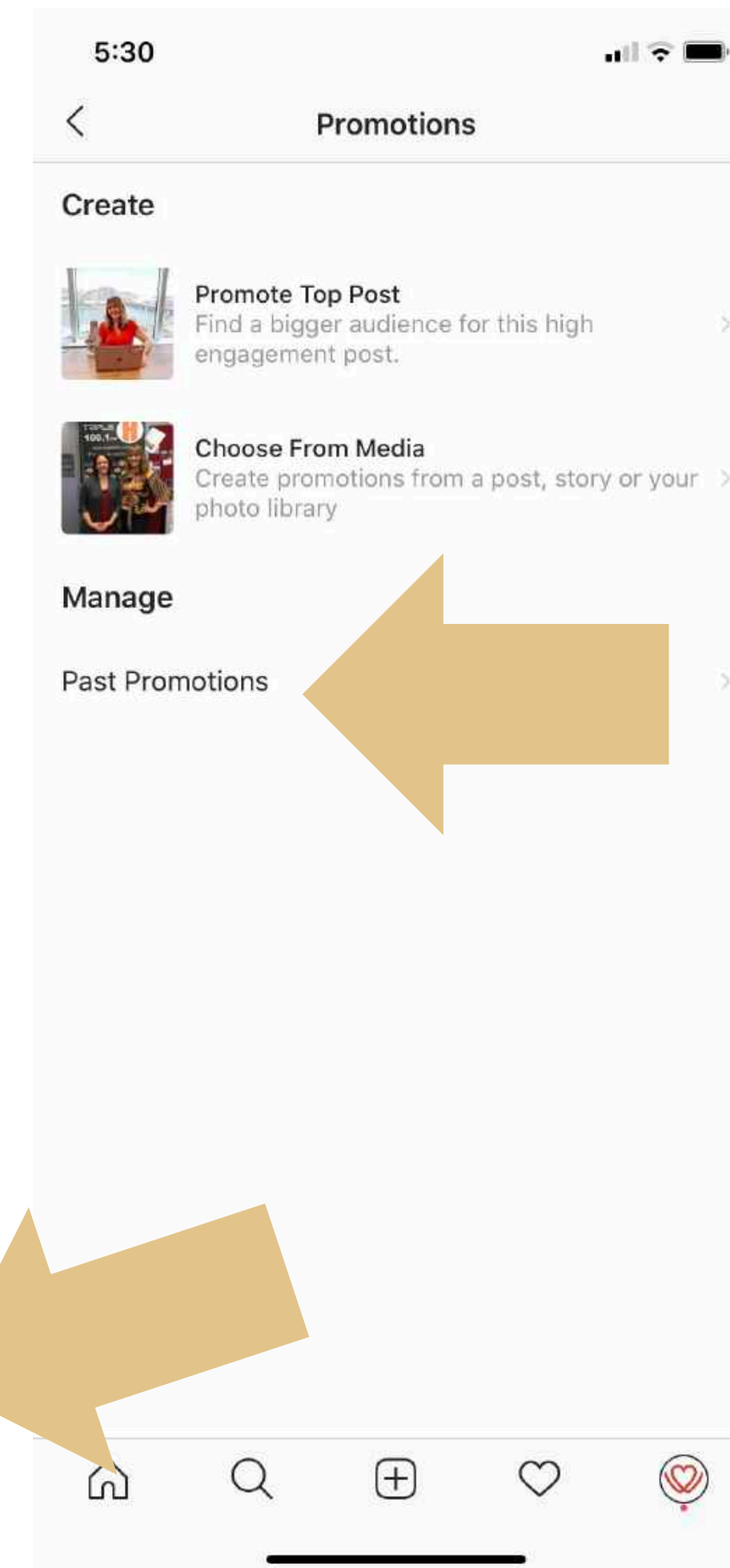
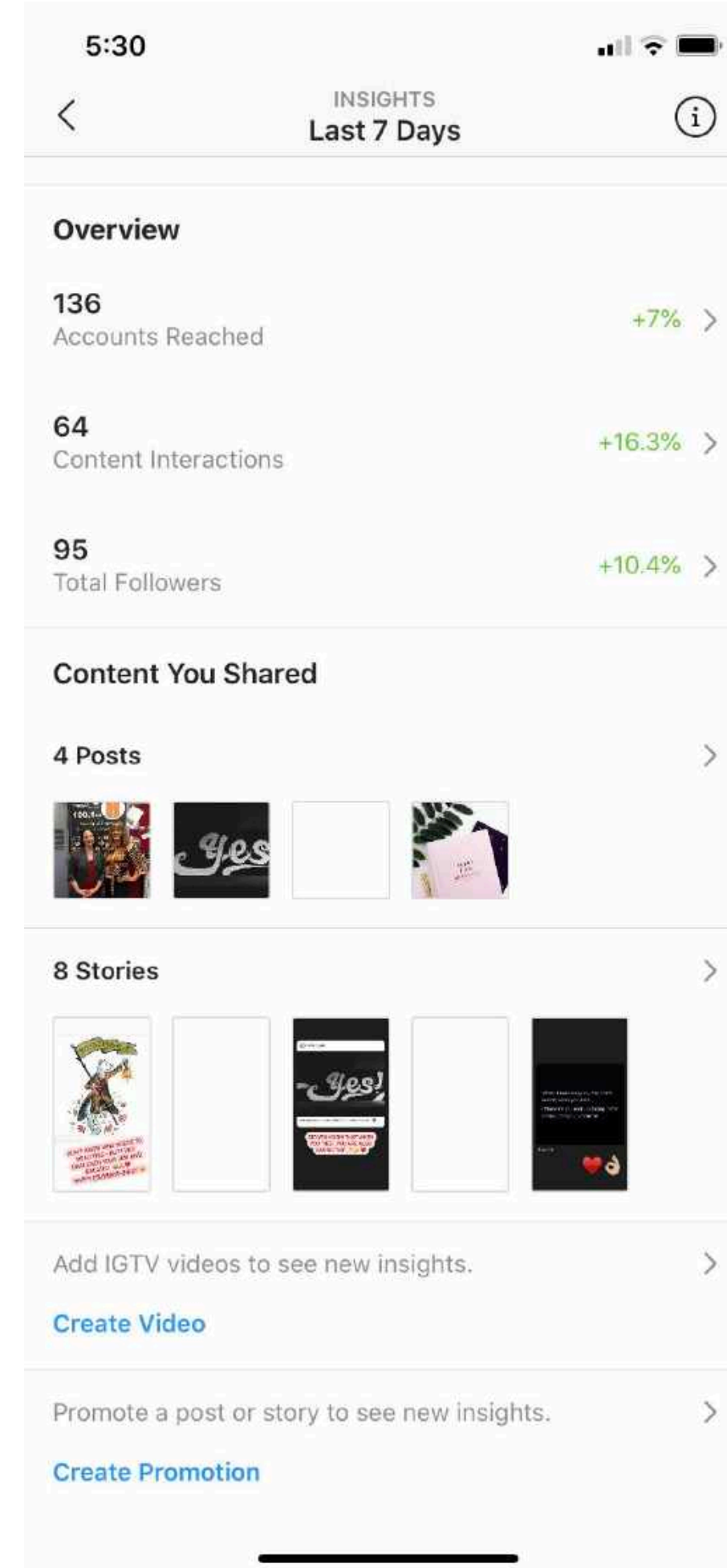
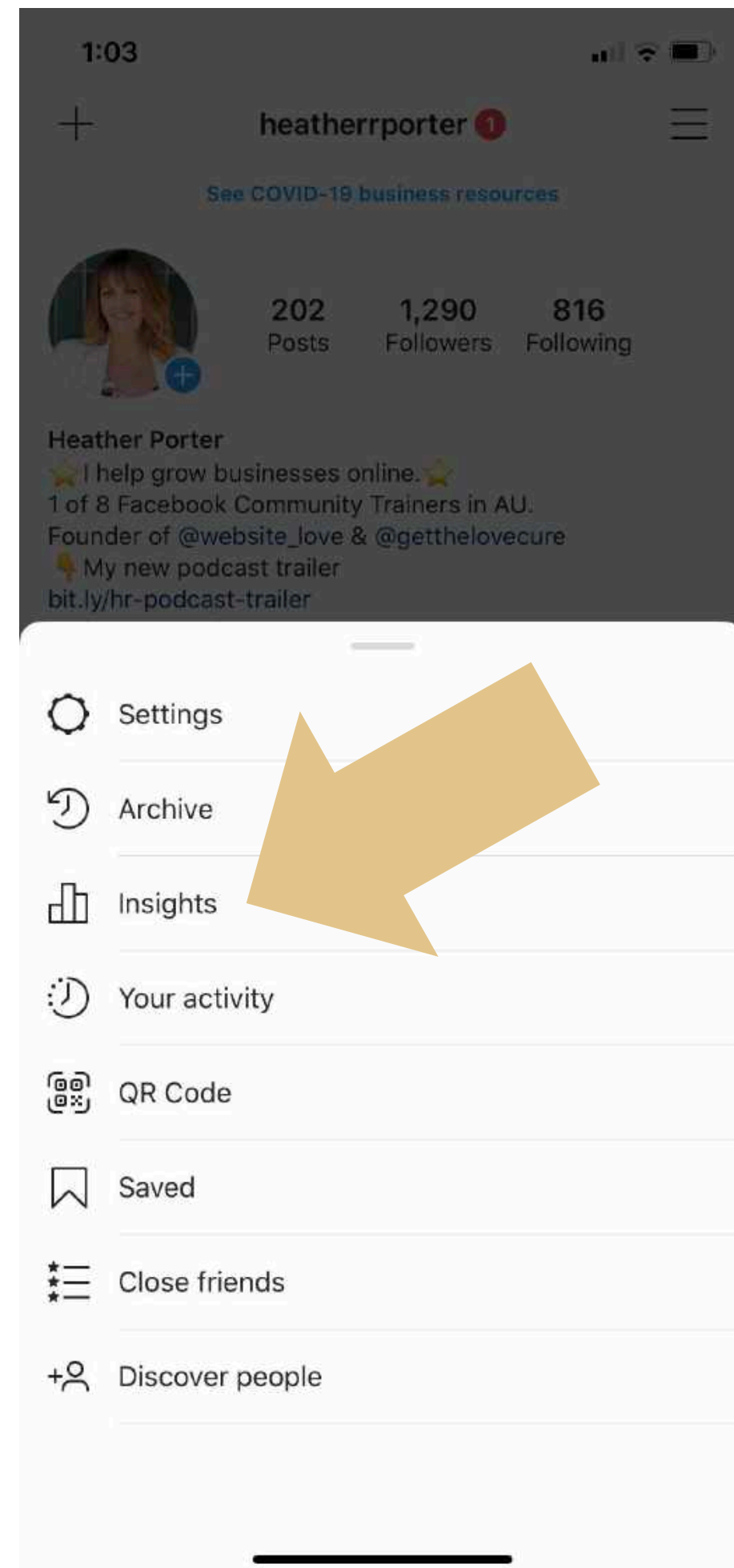
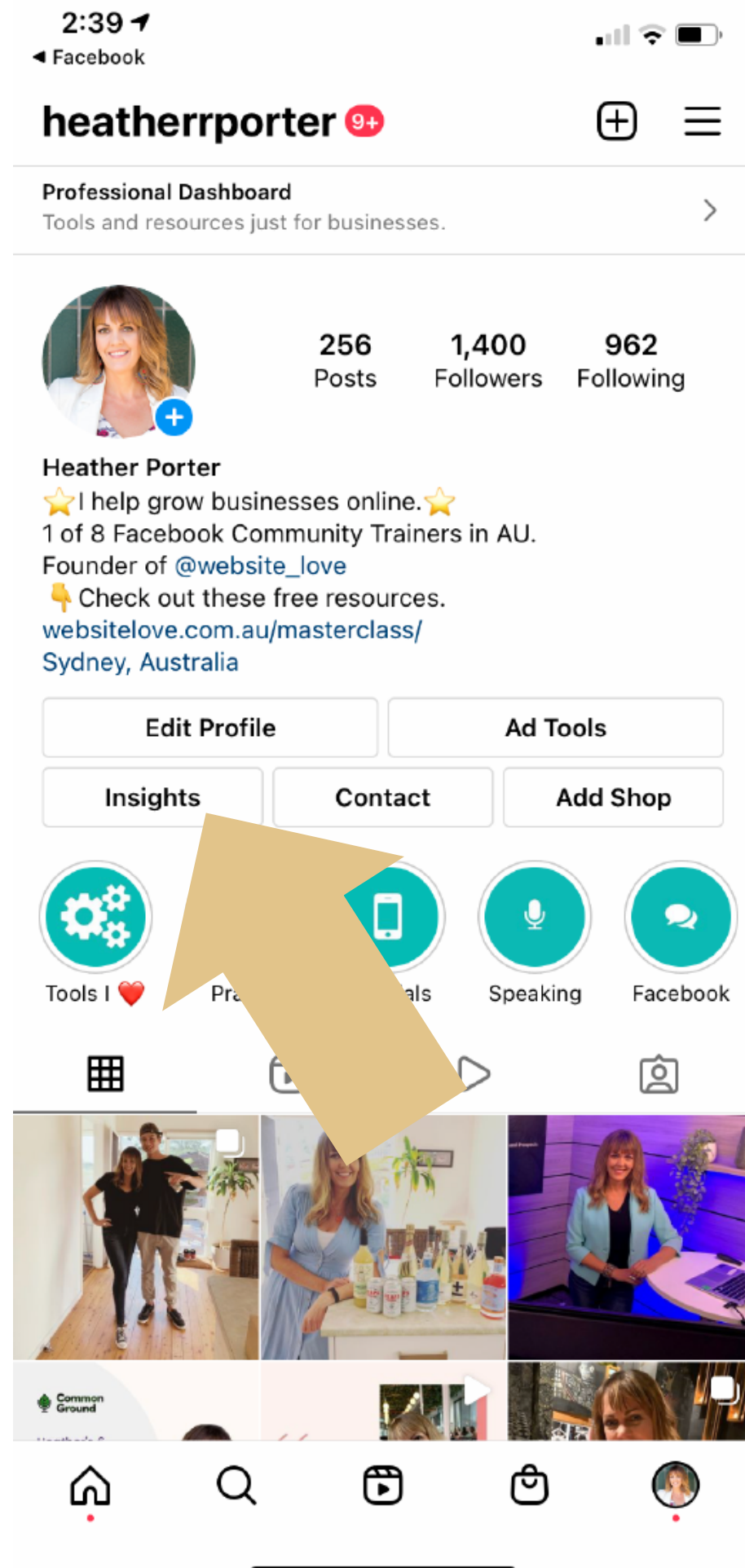
Messages	1,333	--	A\$28.34	
♥ Want a website you love? ♥ Our website...	Reach	Messaging Conversations Started	Spent at A\$3.00 per day	

Show more details in [Ads Manager](#)

Instagram Promoted Posts



Keeping an eye on your ads





Want the slides?

Email heather@website love.com.au

Plus 3 bonus video trainings!

- #1 - How to get Google to send you more traffic
- #2 – The 6 things your website needs so you get more customers
- #3 – How to place ads in Facebook Ads Manager



KEY TAKEAWAYS

- Remember the customer journey when creating your marketing
- Use junction boxes and clear CTAs on your website
- Use credibility graphics on your website
- Make your content scannable
- Put a blog on your website
- Focus on building an email list (and send consistent emails)
- Remember the 3 marketing “hooks” when talking about what you sell
- Try more video on social media
- Test ads (just start with boosted posts)

Thanks!

Presented by: Heather Porter



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