

**SPECIAL INSIDER REPORT**



**THE  
CONVERSION  
REVOLUTION  
REPORT**

**BY JAMES FRANCIS**

# Why You're Losing Leads And Cash...

My name is James Francis and what I'm about to share with you (if you read every word of this report) will change the way you think about Internet Marketing – and especially about the results you're getting – forever.

**FACT: YOU'RE LOSING LEADS AND CASH!**

... And the worse thing? You probably don't even know it!

**Here's the deal:** The biggest mistake most online marketers make (heck, even I made this mistake until VERY recently) is not making the most out of what you already have.

Think about it – we're always on the lookout for more leads, more sales, and more customers, but the truth is – they're passing us by every day.

Let me explain...

If you've just set up a brand new sales page for your \$97 product, and you get just 500 visitors to it – but only 1 person who visits your page actually buys it, that's...

**500 Visitors = 1 Person Bought = 1 Sale at \$97 = \$97 in sales**

But with just a few simple tweaks, what if you could increase the amount of people who go through and buy from just 1 person all the way up to 22 people?

**500 Visitors = 22 People Bought = 22 Sales at \$97 = \$2,134 in sales**

Does that sound better? You've earned an extra \$2,037 from the exact same traffic – using the simple techniques I'm about to reveal to you inside this report!

But calm down, this doesn't involve any more weird math.

In fact, these exact same techniques work with all kinds of web pages we currently see on a daily basis.

For example...

Here's proof of my 55.45% opt-in rate squeeze page...



And my newest 73.1% opt-in rate squeeze page...

High Conversion Secrets Opt-In Form	inline	26	19	73.1%	26	73.1%	<a href="#">Preview</a>	<a href="#">Publish</a>	<a href="#">Copy</a>	<a href="#">Reset</a>
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And my 11% conversion rate sales page...

Google Website Optimizer

Experiments | My Account

Website Optimizer: Experiment List

+ [Create another experiment](#)

Experiment	Status	Page Visitors	Conv.	Conv. Rate	Finish Time
<a href="#">Sales Page Click Through (copy #2)</a>	Running — collecting data <a href="#">Edit settings &gt;</a>   <a href="#">View report &gt;</a>	153	13	8.5%	N/A
<a href="#">Sales Page Click Through (copy)</a>	Completed <a href="#">View report &gt;</a>	118	13	11.02%	Jul 15, 2010 1:58:58 AM Pacific Daylight
<a href="#">Platinum Upsell Page (copy)</a>	Running — collecting data <a href="#">Edit settings &gt;</a>   <a href="#">View report &gt;</a>	4	1	25%	N/A
<a href="#">High Conversion Secrets Opt-In</a>	Completed <a href="#">View report &gt;</a>	287	150	52.26%	Jul 12, 2010 5:58:09 AM Pacific Daylight
<a href="#">55.45% Squeeze Page - 1</a>	Completed <a href="#">View report &gt;</a>	59	36	61.02%	Jul 8, 2010 12:33:20 PM Pacific Daylight

Show rows: 15 | [1 2 3 4](#) | 1 to

*Up To An 11% Conversion Rate!*

... and all of these results were achieved from just a few simple tweaks, finished in less than 2 hours!

But for some reason...

1. **Everyone believes** that getting more results from what you're already doing is a complex process, requiring months of extensive work and a ton of money to spare...
2. **Everyone believes** that you need to be some kind of "Guru" to see those kinds of figures, with years of tried and tested knowledge...
3. **Everyone believes** that getting high conversions requires a ton of technical knowledge and a whole web design team watching your every move.

Again... until about 12 months ago even I believed that, and I'm no newbie!

But here's the reality...

## It's All Completely WRONG!!!

The fact is, you don't have to be any kind of seasoned "Guru" to have this stuff figured out. There's a fairly simple system which is based on 3 simple and easily implemented techniques... all of which will be revealed in this report.

**Want to get more results? It's actually fairly simple...**

Just figure out which of the 3 stages is making your results suffer, tweak your strategy accordingly and watch the extra subscribers and sales flow like you've always wanted!

In the end, getting more results isn't difficult or even complicated...

Again, so-called "web design professionals" want you to believe that so they can charge you **ridiculous** amounts of money for a web page that barely gets you any results (if ANY at all!).

**And if none of this makes sense right now, don't worry!**

I'll spend the rest of this report explaining and proving the claims I've just made, plus I'll show you how you can implement them in your own business to achieve what we call a "**high conversion rate**" (i.e. MEGA results).

But first, let's discuss why you **MUST** add high converting web pages to your overall strategy...and **how I almost went broke learning that fact the hard way.**

## How I Nearly Went BROKE...

**If you haven't gathered by now, my name is James Francis.**

I'm 20 years old and I've been creating my own websites to use with Internet Marketing for well over 3 years now.

Before it "clicked", I used to spend hours upon hours trying to make something that even a 12-year-old kid could probably do better.

**Now, I create results-getting, professional-looking websites for clients all over the world and also to use in my own business.**

Can you imagine that?

If I hadn't discovered these secrets, I'd still be slaving over my computer trying to figure out how to create even the simplest of web pages!

**I almost got stuck paying someone else stupid amounts of money to do this FOR me!**

God bless my friends and family, I know they only wanted what was best for me. But, I ALMOST got stuck in the same rut that everyone else falls into.

Spending thousands of dollars on web design for even the most basic tasks.

**You get the job done, but what do you learn? Nothing...**

I had tried and tried to make web design work for me and even "I" was starting to think it wasn't possible. On top of that, **everyone around me was doubting me and WARNING me.**

I guess where I lucked out is that I just didn't give up. I refused to give up. I kept trying different techniques and looking for the REAL answer...

But, in the process, **I wasted THOUSANDS of dollars...**

I spent a ton of money on so-called “professional” web designers to get my websites online, more money on PPC advertising to finally get some traffic, and more money on **wasting** that expensive traffic due to my insanely low conversion rates.

So much money in fact, **I could barely afford to buy food for myself.**

And you get this same story from a lot of people, but how many actually MEAN it?

(Because when I say I was **BROKE**, I honestly mean it)

Looking back, I was actually living on the cheapest range of Walmart noodles for a few months because I couldn't AFFORD to eat anything else.

Not only that, but I actually had no choice but to get a **low-paid hourly-rate job** at my local grocery store – I was stacking shelves all day, every day.

And most people would be ashamed to admit that, but I **knew** there was a way out...

I promised myself years ago that when I made it and finally figured it out – I'd never let anyone else waste that kind of money.

I'd make it DEAD SIMPLE for someone to **get started using strategies that actually worked** and were NOT based on theory.

## **And Then It Clicked...**

After years of hard work and finding EVERYTHING I needed to know from over **hundreds** of different sources, I started to create some truly AMAZING web pages which converted like gangbusters -- and later even led to me quitting my day job at the local grocery store.

Soon enough, I was building high-quality web pages for most people I came across – my clients, my friends, and myself.

But if one thing led to my success, it wasn't my ability to keep going...

Sure, it's important to have determination and drive to keep you going, but if you're determined to do the same old stuff which isn't working for you, then what's the point?

No...

I still believe to this very day that the **one thing** which led to my success was my ability to be consistently testing new web pages and **figuring out what worked** (and what didn't!)...

Yeah, other guys may give you their newest methods which “work” – but do they actually test them out? And can they give you exact figures?

Probably not – but I will 😊

Why? Because...

## Knowing What Works Is Amazing!

Whenever you put a new website online, you no longer have to “wonder” if it's going to get any positive results for you – because you just KNOW (from previous experience) that it'll work – and it'll work damn well.

But the only way to figure out what works is to **test new designs and ideas constantly...**

(or to **borrow the knowledge from someone else** who's already done all that!)

I mean, if someone flat out SHOWED you exactly how to get more results with no extra effort, you'd be stupid to ignore it, right?

Well that's what I'm about to reveal to you inside this report.

But despite the obvious boost in results, some people are flat-out **ignoring** the obvious signs of a high conversion rate all around them, without even knowing it...

Not only that, but some people are quite happy to have an “average” or even a low-quality web page which gets barely any results on their website because “it does the job”.

But you’re not like that... are you? 😊

Because it’s the **successful** people who are constantly improving themselves and their results (and by the end of this report you’ll know exactly how to do it too)

For example, take a look at just **SOME** of the most recent launches lately...

Hey James,

..I've been working on a few promotions for affiliates to send.

And now have an offer than is generating between \$1.40 - \$3.70 Earning per Click straight into your Clickbank account.

That is pure madness!

Below is an image showing a few of these massive conversions.

Affiliate	Hop Count	Earnings Per Hop	Hops Per Order	Gross Sales Amount
[blurred]	4,342	\$3.39	11	\$14,719.38
[blurred]	5,689	\$1.41	20	\$8,021.49
[blurred]	5,574	\$1.41	20	\$7,859.34
[blurred]	1,585	\$2.28	12	\$3,613.80

Affiliates Names blurred for privacy reasons

**Massive \$1-3 Earnings per Hop and Big Fat Commissions**

We are just over \$500k in sales and just getting started!

Top EPC's:  
Alex Shelton - \$13 EPC  
Simon & Jeremy - \$9 EPC  
Alex & Brian - \$7 EPC

Hundreds of thousands of dollars were earned in commissions and our customers are absolutely loving the content!

We've installed ClickTale (highly recommended) and its showing a 9.45% conversion rate on the front end! Looks like many people prefer Paypal to Visa/Mastercard so they've got both options on the order form.

All in all, it means even more dollars in your pocket.

A little more about that. The split test is still running, but the winning split test is converting at 7.45 percent with a margin of error at 2.1 percent.

That means it might be converting as low as 5.35% or as high as 9.55%...

Do you notice a pattern here?

**YES!** They all have data about their conversion rates – because they KNOW that most affiliates won't promote a product which is going to lose them money...

And it may sound like some sort of “conspiracy” to you right now, but people have got used to the old techniques and **they simply don’t work any more.**

That’s why you’ve tried out new ideas which have worked well for other people in the past, but you’ve been seeing hardly any results for yourself.

Visitors reach your page, see the same old shenanigans, and leave without question.

But if people aren’t taking up your offers...

## **Where are all your visitors going?**

When your hard-earned visitors leave your web pages without taking action, they close the page, and as some would say – they’re gone forever.

That means:

- You lose a subscriber
- You lose a sale
- You lose a long term customer.

... Possibly even to your competitors!

Hopefully by now I’ve convinced you that every day, more and more website owners are shifting their focus away from low-quality landing pages and toward increasing their own conversions into massive proportions.

In other words...

## **The Conversion Increasing Period Has Begun...**

The top-dog JV Partners are going to want a damn good set of data from you before they’ll even **CONSIDER** promoting your latest product, including Earnings Per Click (known as ‘EPC’), Conversion Rates, and more! (And if your results aren’t up to scratch with your competitors, guess where they’ll go)...

Oh yeah...

And you'll definitely want to make the most out of all **YOUR** hard work by getting more results – and not **wasting effort, time and money** by having web pages which barely get you any results whatsoever.

... So now that you know about this, what are you going to do about it?

Well I hope you agree that you need to do *something*...

**If you're BRAND-NEW to online marketing** and you're thinking that you can just throw up a web page and HOPE it gets some kind of results...*THINK AGAIN!* Competition is fiercer than ever and PPC costs are sky high, meaning you absolutely **MUST make the most out of the traffic you get** – otherwise you'll put yourself into a TON of debt and end up back where you started (and I don't fancy doing that again...)

**And even if you're an INTERMEDIATE or EXPERT marketer**, you have to agree that it's time to look for better results now that traffic is becoming more valuable and people are demanding conversion data for your products and offers. Take a look at the ClickBank marketplace for example – only the **best converting** products are showing up at the top!

So I'll ask you again...what are you going to do?

**OPTION 1:** Continue being naïve...believing (like the so-called “Web Design Professionals” would have you believe) that getting high conversions is a “painful process” that should only be attempted by “experienced professionals”...

**OPTION 2:** Take ownership of your website traffic and **claim the results that you and your competitors are leaving on the table...**

I hope you chose “Option 2”, because the truth is...

# You Can Do This...You Can SKYROCKET YOUR RESULTS!

You see, after testing these techniques out (August of 2010), it's actually quite EASY to claim back your efforts, and with a slight "push" **even beginners can get the kind of results your competition could only DREAM of.**

Again, it isn't difficult to do...and in the pages of this report, I'll teach you the formula I've developed over the past few months to achieve insanely-high conversion rates and results...

Allow me to explain...

## The Results-Increasing Formula

At the start of this report I mentioned that the key to high converting web pages is based on three primary factors. They are:

1. Placement
2. The End Goal
3. Implementation & Testing.

I realize that most "conversion purists" reading this report will shun my formula and call it "overly-simplistic", but I would challenge them to come up with a known conversion-increasing method that DOES NOT fall into one of these three core factors...

**...I don't think they can do it!**

So when it all comes down to it, getting more results is really only about doing three things:

1. **Having the right position of objects and text on your web page** (I can show you how to position them for high results in less than 10 minutes)...
2. **Having a clear and simple call to action for your offer** (this is probably the biggest mistake, but can be fixed in a matter of minutes), and...

3. **Implement new techniques and test everything** so you know what's working and how to improve it!

But the key is, **you must do ALL THREE**. Leave out even one (or get them in the wrong order) and you're back to square one.

Here's why...

If things are laid out unprofessionally on your page and everything looks cluttered, people are going to be "**overloaded**" with information and they'll generally have a bad impression of your webpage. That's why it's important to keep everything looking tidy and easy on the eye.

But that alone won't help if you have **too many calls to action** on your web page.

For example – you can't be in several different places at once, so how could your visitor be?

Stick to just **ONE** end goal for each web page, and focus on getting the visitor through to that end goal with the other two points of this formula.

Finally, you need to **test everything you do** – otherwise, how will you know what's working?

So as you can see, it's important to have **tested web pages with a clear design and a single call to action**. Anything else just won't work as well.

Using this formula, it's possible to even TRIPLE your response rates overnight, without any weird "black hat" stuff or extra hard work.

So, that's the new formula...

**Placement + End Goal + Implementation & Testing = MORE RESULTS**

In fact, having high conversions is the only way I know of that's fully capable of getting more results from less effort.

Here's how it works...

# The Web Design For Internet Marketers Formula Explained...

This system is quite tricky to explain, but a little more simple to implement. And while I can't break down the entire system in this report, I can give you a basic overview of the steps involved.

Ok, here goes...

STEP 1: Today I can build a web page set to a specific "pre-tested" criteria (this step is very important), and send just enough traffic to get an accurate conversion figure.

*SIDE NOTE: At this point you just need a bit of traffic to "test the waters".*

STEP 2: Analyze the conversion data and see if there's anything easily implemented which can improve the amount of results I'm getting.

STEP 3: Implement the changes, and repeat the process!

*SIDE NOTE: The best thing is, **every time** I repeat this simple 3-step system I always get **more and more results** each time from the same traffic!*

... But please don't worry if you don't know exactly how to complete each and every step in this report. In the coming days, I'll be releasing bonus videos and instructions that will break down each step in greater detail.

For example, depending on when you downloaded this report, in the next day or so I'll be sending you access to a **step-by-step video tutorial** which will show you exactly why you're probably not getting as much results as you like, and the killer secrets I use **every day** to create high converting web pages. So don't worry about the details... for now just focus on the concepts.

Once your web pages are set up and you have some traffic coming in (and a general estimate of how well it's working for you so far), you'll know exactly what to change and implement next...

But what if, like a mind reader, you could just **know** instantly what's already working and apply it to your own web pages for an instant boost in results?

...That would be pretty cool, wouldn't it?

**Well I know how to do that, and that's the secret to high converting web pages.**

And really, all you need to do is use pre-existing knowledge when constructing and using your site!

It couldn't be easier, and best of all you're doing EXACTLY what works in the long term too... not some spammy "here-today-gone-tomorrow" black hat trick.

With my system, you get the three important things you want:

1. Quality WEB PAGES
2. Quality CONVERSIONS, and...
3. Quality RESULTS

And here's the really good news...

Once your site is getting a massive conversion rate, you'll be getting all the results you need, naturally, to make the process of leverage even **EASIER**. (In other words, once you know what works for you, you can just replicate it over and over again to work with all of your websites!)

***... all typically within 1-3 days!***

## Words of Warning...

I'm not gonna sugar-coat it... you're gonna have to do some work early on if you want to achieve the goal of a high conversion rate. And if you try to cut corners and do things "your way", you could be making more work for yourself in the long run.

With a little bit of upfront work, within 1 - 3 days I can typically:

- Get the first version of my web page up and running
- Create a buzz to the page by getting some mega traffic (on autopilot), and...

- Discover what's working well and apply it to all my websites

This is the magic of the “Results-Increasing Formula”, and there isn't a site that's growing in popularity today that isn't doing these three things.

## One Giant Caveat (Plus A Free Video Tutorial)

If you think you're gonna read this report, change a few things and drive some traffic and be the #1 guy for “lose weight”, “dating” or “health and fitness” you're out of your freakin' mind!

I don't know about you, but I'm not much of a fighter.

That's why I created a step-by-step system to use in my OWN business, which allows me to find the secrets to getting high conversion rates in over 7 niches (ask me how I know 😊)

Now at this point you're probably thinking I'm going to sell you this video tutorial, but I'm not. In fact, I want to give it to you for free!

If you keep an eye on your email inbox within the next few days...

... I'll be sending you a direct link to download a free copy of my famous “high conversion secrets” video tutorial.

My hope is that by showing you there are fights out there that you can win (without having to waste a bunch of money on “web design experts” or spend money with anyone else), that you'll see the potential and want to learn more about the way I truly use my “Web Design For Internet Marketers” system.

Whether you realize it or not, this is a **gold-rush** year, and I want you to be a part of it.

I sincerely hope you'll join me...

All the best,  
James Francis.