

27 Offers That Convert Listeners to Visitors

The small yes

These are quick wins that take a minimum commitment of time. Think of these not a “lead bait” but as “visitor bait” to get them back to your site.

- See a picture
- Watch a short video 2 - 3 minutes
- Download the infographic
- Get a helpful checklist
- Watch an explainer video
- See the roadmap / process
- See an example of the product or service described
- Short list of questions they should ask themselves
- Get all my contact information: email, social media, etc.

The Medium Yes

These are for those willing to invest a more significant amount of time to learn more.

- Free 30 minute video training
- Take a personal assessment
- Watch a case study
- Download a short ebook
- Interactive quiz
- Attend a free webinar
- Sign up for a free three part video training
- Executive Summary of the book / course / product
- Free Demo

THE LARGE YES!

These are for those who know, like, and trust you. They are confident you can help them. They come ready to engage often with “credit card in hand”.

- Join a paid community
- 15 minutes evaluation call, interview or initial session
- Buy the book and get free bonus material exclusive for listeners
- Sign up for a free 30 day trial
- Attend a live event
- Attend a paid webinar
- Book me to speak
- Fund my project
- Buy the online course

