

4 Ways to Make Money from People Who Are LEAVING Your Site!

Oh no... are people leaving your site without buying?

Get used to it! In fact, an average of 99% of your first time visitors to your sales pages will leave without buying or even contacting you.

But don't get upset. Get richer!

Use what's called an exit pop. Now, I know pop-ups can be incredibly annoying. But they WORK. Almost all the people I know doing over \$1 million each year online use exit pops in strategic ways to seriously boost their bottom lines.

Here are four ways to generate revenue from people leaving your website, using exit pops:

1. Get them on your mailing list.

Because most people will not buy from you at first visit, it's extremely important to have a way to follow up with them. After all, they're already interested in what you have. That's why they're at your site! So these people are worth their weight in gold to you.

But how to follow up? Well, here's where your mailing list comes in. Your mailing list or newsletter list is your key to ongoing revenues and generating income on demand.

One of the best places to get people on your list is actually as they're leaving. It's kind of like the "Columbo" strategy of your website. (What did he used to say on the way out the door? Something like, "By the way..." or "Oh, one more thing...")

These exit pops often work BETTER than a pop-up that appears as soon as someone lands on your site. Why? You give the visitor a chance to get to know you first, before you ask them for their email. Let them take a look around your site, to grow to trust you and your website.

An example of one exit pop says, "Congrats... You've Won a FREE Subscription!" It has an eye-catching graphic representing my site and gives a raving description of it as well. Also the opt-in form is right in the box, which you always want. Don't make folks have to click around to sign up.

From what other marketers are sharing, the "congrats" exit pop is one of the all-time best performing exit pops for building your list.

2. Ask them WHY they're leaving.

Why not find out the reason they're leaving in the first place? For example, your exit pop might say, "WAIT - Can I ask your advice? Please tell me the biggest reason you're leaving. I'd really appreciate it, and your answer is completely anonymous. Thanks."

Looked for the most popular answers and then make some adjustments to your sales page if needed. Knowing this kind of information will help you make a LOT more sales down the line!

3. Offer a down-sell or alternative.

Yep, that's right. Offer me something for less money. After all, I'm leaving anyway, with my wallet! Example: You could offer a smaller version of whatever you are selling at a lower or discounted price. Or, offer a 10% discount.

Remember, it's all about trying new things and seeing how they work for YOU. That's what's so fun about Internet marketing!

4. Send them to someone else's site.

Really! But not just anyone's site. Send them to a site with products or services that are related to yours, AND that will give you commission on any referred sales! That's called an affiliate program, and there are millions of companies doing it on the web. If you don't know of any websites that are related to yours and have an affiliate program, search the two biggest directories: ClickBank and Commission Junction.

Just remember to check out any company before you start sending people there. You don't want to taint your reputation by sending folks to a site with shoddy products or lousy service.

You could make several thousand dollars per month simply by referring people who are leaving your site to go to a site that will give you a commission. Some internet marketers even make ALL their revenues with affiliate programs - they don't sell any of their own products! It really works.

Don't Get Blocked!

It's a fact that almost half of all Internet users now have some type of pop-up blocker.

The good news is, whenever a new technology comes out, there's one close behind it that will make it obsolete.

There are several scripts for making pop-up boxes that cannot be blocked. My favorite that I use right now is a service that requires no programming and has dozens of fun designs you can choose and just type in your message -- www.QueenPopups.com

Just remember to please use these tools ethically! Don't drive people crazy with 10 different boxes appearing as they leave.

Choose one, use it strategically, and test, test, test. I promise if you try just ONE of these tactics above, you'll see some extra sales!

Need help implementing these strategies on your site. Contact me at Leanne@treasurewebdesigns.com, I will be glad to help!

<http://www.treasurewebdesigns.com>

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