



6 Ways to Convert Website Visitors into Customers

1. Structure Content with AIDA

- ☑ **Capture *attention*** – Talk about the things that matter to the reader.
- ☑ **Engage *interest*** – Describe the problem that the readers are facing.
- ☑ **Build *desire*** – Show them how you can solve their problem.
- ☑ **Induce *action*** – Tell them what they should do to get your solution.

2. Replace rational language with emotional language

3. Make Text Scannable

- ☑ Use bulleted lists to summarize content
- ☑ Highlight selected keywords (**bold**, *italic*, underline)
- ☑ Write meaningful subheads (not just clever ones)

4. Get Reader Commitment

Ask questions that the reader will subconsciously answer “yes” to, to create buy-in. This creates a pattern of consistency in reader commitment to your message.

5. Use Neurolinguistic Programming (NLP) Techniques

- ☑ **Embedded Commands** (e.g. “Learn valuable techniques as you **read every word on this page.**”)
- ☑ **Presuppositions** (e.g. “How will you spend the four hours per week that I will save you?”)
- ☑ **Linguistic Binds** – connect an obvious statement with the action that you want readers to take (e.g. “Reading about effective writing techniques, you start wanting to hire professional.”)
- ☑ **Reframing** (e.g. a \$30/month subscription can be reframed as “only one dollar per day”)

6. Create Cognitive Dissonance

Start your copy by saying what you expect the reader to say or do at the end – this creates a subconscious attempt on the part of the reader to convince themselves of your claim (e.g. “by the time you finish reading this page, you’ll be ready to place an order”).