

5 Steps to Adding Persuasion to Your Website

Persuasion is a journey: understanding → *positive feeling* → *trust*. Your prospect will only hire you if they trust you. To build persuasion into your business website, follow these five steps.

1. Identify your client and their needs.

Ask

- Who is my ideal client?
- What is their role?
- What job do they do?
- What kind of company do they work for?

Ask

- What problem do they have?
- What's their goal?
- What keeps them up at night?
- What job do they need done?

2. Show empathy for the client.

Ask

What kind of pain does that need create for them?

3. Address smaller needs to earn trust for the bigger need.

Give them something

for nothing—but give them something they will *value*.

4. Choose your words carefully.

Universal Magic Words			
you	discover	save	challenge
because	now	results	compare
free	today	how to	authentic
value	never	premium	limited
guaranteed	new	more	invite-only
easy	powerful	last chance	tested

5. Create specific calls to action.

Universal CTAs	
Buy	Read more
Contact us	Sign up
Continue	Subscribe
Learn more	Unsubscribe
Call	Email
Join now	Register

Bonus step: Partner with a colleague for writing and editing help.



Words have **POWER**. Use them wisely.

For more tips and resources, go to righttouchediting.com.