***On the Internet, you never get a second chance to make a good first impression***

The most important factor in the success of your online business is your conversion ratio. Your ability to convert visitors into buyers will make or break your Internet business.

Research shows that the overwhelming majority of online marketers are failing to take advantage of the enormous potential of the Worldwide Web:

* 85% of first-time visitors leave a website due to poor design.
* 50% of visitors leave a new site because they can’t find what they’re looking for.
* 40% of repeat visitors leave a site due to a negative experience.
* 70% of potential customers leave a site without completing a sale.

When prospects leave your website because of a frustrating experience, don’t expect them to return. On the Internet, you never get a second chance to make a good first impression.

***Why do people buy?***

The first key to increasing your conversions lies in understanding why people buy. Research shows that people make a decision to buy before they go shopping. The reasons people give for making a purchase are usually rationalizations. Our underlying reason for buying something almost always has a deeper psychological root.

We usually buy things to satisfy one of four basic drives: (1) we want to avoid pain; (2) we seek physical well-being; (3) we seek self-gratification; or (4) we want to elevate our status.

Researchers know that people buy for rational and emotional reasons. Customers want to trust you. You can use specific tactics to guide prospects’ thoughts through the sales process.

Buyers care most about benefits. Audio podcasts, video casts, and testimonials are ideal tools for selling customers on the benefits of your product or service. When you integrate these tools into the sales process, a higher proportion of prospects will make a decision to buy even before you ask them to.