**Top Ways to Convert Leads**

Building a huge list of warm or qualified leads is a fantastic and very worthwhile pursuit for any business. If you can do this effectively, then you can build a massive list of people who have shown an interest in your business and who are presumably likely to buy from you.

But this is only going to get you so far. *Eventually* you going to need to think about how you can convert those leads and turn them into paying customers. So how do you take this step and what can you do to convert your leads? Here are some methods…

**Sending Out Special Offers**

If you are correctly handling your leads, then you should have some kind of lead management software set up and this should automatically be tracking the behaviour of your leads. Those leads are people who have come to your website, shown some kind of interest in your business and eventually signed up for your mailing list.

They should be showing engagement and the fact that they’re reading your content at all suggests that they trust your brand. That means they’re ready to buy and all that is left is for you to get them to take the plunge. You now need to do something that is going to ‘push them’ over the edge into becoming your customers.

Using CRM software, you can automatically email only those leads that are showing lots of engagement, even ones that have been looking at your site. From there, you can then invite them to buy with some kind of special offer. This special offer should be time limited and quantity limited. This then creates scarcity and urgency – the reader has to act quickly to take advantage of the deal.

They already liked your brand, they’re interested in your product – now you’re just giving them that final incentive to take action right *now*.

**More Strategies**

There are more things you can do to convert leads too. One example is to remove any risk that might be involved in the purchase. People are naturally risk averse, so try to remove any perceived danger by offering a free sample or a money back guarantee.

Another technique is to try and sell something very cheap first and then follow this up with your big ticket item later. This way, your customers are only taking the risk with a relatively small amount of money.

Finally, remove any ‘buyers’ remorse’ by explaining how their purchase is in fact an investment, especially if they act *right now*!