



# Grow Your Business In 5 Days

## DAY 4 - TUTORIAL #9

### ONE PAGE ACTION PLAN

#### #9: Website That Sells

**STEP 1:** Understand there are just two types of website: One that generates enquiries and one that generates sales. Your website needs to be created so it acts as an automated SALES FUNNEL, converting visitors into enquiries or sales (or both).

**STEP 2:** Modify your website (or create it) so it follows the 'Website Success Formula'...



THE MARKETING HUB & SALES FUNNEL

+  
PRIMARY OBJECTIVE  
+  
PAGE LAYOUT  
+  
VIDEO  
+  
SECONDARY OBJECTIVE  
+  
AUTOMATED FOLLOW-UP  
+  
TARGETED TRAFFIC  
=  
A WEBSITE THAT 'SELLS'

Use the Website Success Formula to create a website that 'sells'!

**VIDEO STYLES:** Watch the following videos to see the different styles of video that you can use...

- **AUTHORITY:**  
[www.AccountantsGrowthProgramme.com](http://www.AccountantsGrowthProgramme.com)
- **ANIMATION:**  
[www.WebsiteThatSells.com](http://www.WebsiteThatSells.com)
- **AUTHORITY & ANIMATION:**  
[www.accountantsgrowthprogramme.com/pages/mcnewsletter/](http://www.accountantsgrowthprogramme.com/pages/mcnewsletter/)

**STEP 3:** Once the first 6 elements have been correctly implemented, you can be sure every penny or cent you spend on getting traffic to the site (remember use online and offline strategies) will be maximised and NOT wasted!



From now on your website must act as a CENTRAL MARKETING HUB and SALES FUNNEL, constantly generating enquiries or sales (or both) for you.

