

# TOP 50 CONVERSION MAXIMIZERS

OPTIMIZE YOUR WEBSITE FOR  
MAXIMUM PROFITS



CONVERSION RATE

 **INTERNET  
DOMINATORS**

JOHN LIMBOCKER

**When it comes to putting your business online it is all about conversion. Especially if you are paying to advertise and driving paid traffic to your website.**

**The biggest thing I have learned over the years is to**  
***Always Make the Promise of Your Prospects Desired Outcome***

Below are 50+ of the top conversion maximizers that I have found in working with thousands of online businesses over the past 25 years. They are in no particular order. I just put them down as I collected them for you. They are not meant to be used all at once and in some cases they may not even be appropriate for your immediate needs. But they all have major impact when used at the right place at the right time.

There is a ton of information I could write on each of these but then this would turn into a very long book. So I decided rather than putting you through all that, I am going to do a webinar. There I go into each of these Maximizers and explain them in detail and give you examples you can immediately put to use.

One thing I can guarantee you is any and all of these will help improve your conversions. The more you use and the better you get at using them the more your marketing will convert.

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1. Lead Magnets                    | 18. 3 <sup>rd</sup> Party Validations |
| 2. Opt in for Discounts            | 19. Call out BAP                      |
| 3. Trust logos for commerce        | 20. Add Chat to Order Pages           |
| 4. Eyebrow callouts                | 21. Use Of Color & Bold               |
| 5. Money Shots                     | 22. Header Blocks                     |
| 6. Captivating Headline            | 23. Coupons                           |
| 7. Big Idea                        | 24. Urgency                           |
| 8. Call to Action                  | 25. Scarcity                          |
| 9. Unique Delivery Mechanism       | 26. Rationality of Discounts          |
| 10. 3 Dimensionalize Your Benefits | 27. Damaging Admissions               |
| 11. CPB Statements                 | 28. Set buying criteria               |
| 12. Testimonials                   | 29. Trivialize Your Price             |
| 13. Case Studies                   | 30. Use Contrasts                     |
| 14. Celebrity Endorsements         | 31. Use if then statements            |
| 15. Press references               | 32. Forecast outcomes                 |
| 16. As seen on symbols             | 33. State cost of non-action          |
| 17. List & WSGAT Deliverables      | 34. Consumption tutorial              |

35. Leverage trends as a convincer  
36. Learn more  
37. Follow up Sequences  
38. Webinars  
39. Explainer Videos  
40. Segmented Navigation  
41. Automated sales attendant  
42. Relevant Fresh Dates  
43. Upsell

44. Down-sell  
45. Refer a friend  
46. Travel Perks  
47. Bonuses  
48. Guarantees  
49. Micro Commitments  
50. Dumb Down Your Copy  
51. Exit Pops  
52. Re-targeting

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