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# How To Build A Successful Web Site



An Interview With Brett McFall

**MARGO:** Hi, this is Marguerite Bonneville and I'm here at the World Internet Summit. We just had a fantastic web cast and I'm talking to Brett McFall, who is Australia's top copywriter.

And Brett, I'd like you to ask a couple of questions on behalf of my subscribers. And one of things I want to know is: OK, we know you do professional copy for people who are successful business people and need an expert in your field. What would you suggest for beginners?

We know now that everybody who has a web site needs to have decent copy on it in order for people to develop an interest in their products. So if we're talking about beginners, where do they start as far as getting good copy or writing good copy?

**BRETT:** Sure thing. One of the biggest mistakes I see business owners make is they want to put their company logo over everything. And as soon as you go to their web site you see their big company logo or their web site name. And I think they're wasting a lot of money. I think they're costing themselves thousands because the customer doesn't care what the business name is or what the logo looks like. The only person that it really matters to is the business owner. They spent a lot of money having it designed and they really become emotionally attached to it.

So the first thing, the simplest thing, is take that logo down! Get rid of it! And put something there in its place: a headline - a headline which offers something to your customer. It might just be, you know, "free sample of our product. Click here and get it." You know, if we're talking about the web site. Or it might just be, you know, "free report reveals..." You know, I'm talking about giving something away. And our only goal here is to get people to say, when they arrive at your site, "Mmm, this sounds interesting enough. I want to find out more." Not to sell them anything, just to get them to think, "Yes, I wouldn't mind finding out more."

So the only way to do that is to give them something. And you can give them something physical, or you can just give them information. Give them free tips, give them something, give of yourself. Because when a customer comes into your web site or to look at your ad, they're thinking one thing: "What's in it for me?" If they see your ad or your web site and all it's about is you - your company name and how many stores you've got and how many cars you've got, your whole fleet of cars, and how many staff you have - they couldn't care less.

So when everyone else is doing that, you make yourself different by not doing that, and give something to the customer. And I'm not even saying, you know, don't be too worried about how you write the headline or how it's pronounced or how it's written or whatever. Just make sure you offer something. Because it's not the spelling of the words that's important; it's actual words that you use, what the intention is. That's the important thing. So stop doing what everyone else is doing. Stop copying all your other businesses 'cause they don't know what they're doing either.

99% of businesses just don't know how to market at all. So start doing your own thing and be the first one to start giving of yourself and giving information. It doesn't cost you a thing. With a web site it doesn't cost you anything to put information on there, and you'll actually get better quality customers. You'll be able to charge higher prices because you are educating your market. They'll begin to like you and begin to trust you and that's where sales can go up.

So I haven't talked really about any fantastic sales tricks, right, or any special sales techniques. I'm just going here for some basic psychology. Give first and the sales will come after.

**MARGO:** OK, now I have another question. We're talking about people coming to your web site. This is the first time they've come in and you're offering them something for nothing. You're basically giving them something useful. Now, how do you know - is there a way you can ensure that they'll ever come back, because they've come this one time; now they're going to get what you're offering and disappear. So what do you do?

**BRETT:** OK. Well I guess what the crux of that question is: you know, if you're going to give this stuff away, what about if those people take them, and they take it and then off they go. Right. The truth is that not everybody who comes to your site is going to be your customer anyway. And you're going to lose them with the conventional site you've got now anyway, right? They come, they'll go. So they're going. So our job here is to keep as many of those guys within your reach, hopefully in your database.

A good thing about the Internet is that you can get them to give you their name and their e-mail address. And that's something. So you give them a gift. But you can also try and get their e-mail address. And so all those guys you're losing anyway by not having a capture mechanism, so many are capturing a percentage of those so we're improving as it is.

For those that we do capture, we can then send them e-mails, follow-up e-mails to ask them questions, to see if there is anything else you can help them with. Or to make offers to them. As simple as that. So it's all about getting names in and then being able to talk to them afterwards. You don't have to make the sale right there and then. No matter what business you're in right now listening to this, **you don't have to make the sale. Build the relationship.**

**MARGO:** OK, but how do you get their name and e-mail address? What do you do? They're not going to just give it to you, right? What happens?

**BRETT:** OK. A simple strategy would be, let's say you had a free report. Let's say you had a restaurant, and on that restaurant site you offered a free report which gave seven fantastic recipes for cooking chicken at home the XYZ restaurant way. Right? So you do a recipe, all these recipes or tips that are straight from your restaurant chef. You know, it's personalized: the chef is giving you tips on how to cook. Build your own credibility: "You can only get that report if you leave your e-mail address here and we will send it to you straight away." We haven't even asked them to come in and book a place at the restaurant, right, or book a table of five or anything.

What we now have is their e-mail address and we can let them know for the rest of the year when you're going to have specials on, when you want to make a special offer to them. That's a simple way. So you offer something of value, they give you their e-mail address. That's the process.

**MARGO:** So you have some sort of form, then, on the page where they can type this in? And this is all automated?

**BRETT:** Automated, all automated. There is a program if you're worried about automation – how do you do it - you can use a program called <http://www.AutoPilotRiches.com>. You can check that out. There's tons of automation software out there. That's one I personally use, so I recommend it. I don't make any commission from that. I'm giving this to you as something you can just go and check out. And then keep on checking. Look for someone else; there is plenty out there. But have something that does it all.

At the very least, though, what you can actually do is this: you can actually have your web page set up, and it's very easy to do - you can do it yourself with a little bit of knowledge - and every time someone actually gives you their name and e-mail, it gets e-mailed to you back

to your home address, for instance. If you're really a beginner, really a start-up with this, have it e-mailed to you personally.

And you take each e-mail address and you put into Excel. You just copy and paste it and put it into a Microsoft Excel file and build up your own database. And that's not going to cost you a thing but it's going to cost you labor, you know, personal attention to doing it. And that's the simplest form of all.

And when it comes to sending an e-mail, then you have to go and actually grab the e-mail address and send to them. You know, you can create a little e-mail address book and send e-mail to all your customers at once without having to type in every time, so it'll do it for you. So that's the simplest way.

**MARGO:** OK. Now if people are wanting a little help with this, and they really feel a bit insecure, a bit uncomfortable about doing it, do you offer any tips to people yourself? Is there a way they could get a little bit of a helping start from you?

**BRETT:** Sure can. There is a site they can go to at **BrettMcFall.com**. There's free reports there, free information and you don't have to sign up. You don't have to do anything; it's just there. You can sign up for my newsletter if you want to as well, but it's just information that's there for you which starts to get your brain thinking in the right way about being in business.

If you're in business, you've got to be a marketer. And you won't succeed in business until you know how to market yourself, how to present yourself in a way which your customers like. Most businesses have no idea and so they struggle, and we have so many businesses failing, small businesses failing, because they simply don't have enough custom. They aren't failing because they've got too much money coming in, because they don't know how to properly get the right money in from the right customer and enough of it.

And so if you read my reports I'll show you all these tips: how to write headlines, how to make the yellow pages ads work, how to write the actual words on any page whether it's a web page or a magazine ad or a newspaper ad. All there free for you. That's at <http://www.BrettMcFall.com>. That's the best way. As simple as that.

**MARGO:** OK now, is there any advanced material that you offer as well for people who want to go a bit beyond tips?

**BRETT:** There certainly is. I have program called the Ad Pack and it's a program - it is totally comprehensive and you cannot have that Ad Pack and not walk away knowing how to market your business. In fact, you shouldn't get the Ad Pack unless you want more holidays, you know, unless you want a new Mercedes Benz. Unless you don't want that stuff, don't get it, all right. Because it will actually show you how to take a dollar and turn it into ten. So putting a dollar down in advertising and it brings back ten - every single time.

Tested and measured strategies. All there easily demonstrated. Pictures. I explain everything simply. There's DVDs; there's CDs; it shows you everything. I even include over \$45,000 worth of samples, actual samples of my letters, my ads, and you can go in and copy. So you don't have to do any thinking.

So I teach you how to write it but I also give you this – it's called a 'swipe file' of my proven ads that have worked, so that you can get started up really quickly. And I give you coaching sessions where you actually get to listen to me coach other business owners. It comes with online video coaching so you actually watch me go through web sites, and you actually see me on video critiquing it, showing you what's right or what's wrong. And to me that's every thing in education, and it will make you ten or twenty times the investment price, without a doubt. It's so powerful.

**MARGO:** I love it. It sounds fantastic. Look, thank you so much for spending the time and giving us a little bit of an insight into all of this, and I'm sure it's stuff we can use right away. Thank you so much Brett McFall.

**BRETT:** My pleasure. And I hope you get a lot of information out of that and I hope you do something with it. Just do something and try and get your business pumping.

**MARGO:** OK. Thank you.

To find out more about Brett's Ad Pack program, visit  
<http://www.thenakedcopywriter.com/>