



The Daily Ray, Episode 03

3 Things People NEVER Do When They Visit Your Site

Automated Speaker: It's Wednesday, February 26th and this is The Daily Ray, Daily Ray.

Ray Edwards: The Daily Ray today is about the three things people never do when they come to your websites. You want to sell them something, they come to your website, you want them to opt-in to your email sequence or your newsletter, you want them to watch your video series or sequence, you want them to log in and register for your webinar, but there's three things people never do at first. Those three things are really quite simple, but they're very important to understand. They are people never read anything at first, people never believe anything at first, and people never do anything at first.

What do I mean by those three things? They don't read because they skim, scan, and scroll to see if they're interested in reading that's attention is very fleeting today. It's hard to get people's attention. You have to really work hard to get it, and you have to work hard to keep it. You need to deserve it by giving good solid content that pays attention to. They never read anything at first. What can we do about that?

What we can do is we can write good headlines that are eye-catching headlines or short enough that you can read them in a glance, you don't have to sit there and concentrate like you're reading a paragraph. Read them in a glance. Headlines and sub-headlines are crucially important. From the top of your copy all the way down to the bottom of your copy, those headlines and subheads are what grabs people's attention, it makes them say, "Oh, that's interesting. I wonder what that means." They skim scan and scroll through if there's anything interesting at all.

The other thing you should keep in mind is you need to format your text so that it's not a big block of text. If you open up a book at the bookstore and it's just a big solid block of text, there's no paragraph, there's no sentence breaks, just text from wall to wall, are you likely to buy that book? The answer is no, you're not. What about books that have lots of white space around the text, short paragraphs, short sentences, short words, the type maybe a little bigger, the margins may be a little wider, or more apt to read a book like that because it's easier to skim, scan and scroll? Same thing is true online, only more so.

You got to make your copy skimmable, scannable and scrollable with lots of headlines and sub-headlines to catch people's eye, call-out boxes, things that make them stop to read because people never read anything at first.

The next thing people never do at first, they never believe anything at first. They don't believe a word you say at first. However, here's the secret to super skeptical visitors to your website. Secretly, they want you to be right, or else they wouldn't be there. They wouldn't be reading your stuff, they wouldn't be reading your content, wouldn't be reading your sales page if they didn't want you to have the answer to their problem. That's the only reason for them to be there, right? Secretly, they're on your side, they're rooting for you, all you have to do is give them a reason to do so. That's called evidence and proof. You put plenty of evidence and proof in your copy and people will, in fact, begin to believe.

You start with things that are easy to establish belief about. It might be as simple as saying, "Hi, today it's Tuesday, the--" What is it? The 22nd? It loses its effectiveness when I can't remember what the date is. However, you get the point, you establish something incontrovertible as true, what today's date is, what time it is, when they're reading it, there are scripts that will put the timestamp right in the email or on their website. Things that are incontrovertible that they can say yes, that's true. They may not even say it consciously, may be subconscious, because they acknowledge that it's true, they have established a little bit of belief. Then you stack belief up on belief on belief until you get to your main belief you want them to adopt, which is they need to buy your product or service. That is when you have them believing. They didn't read it first, now they're reading, as they're reading, they begin to believe.

The third thing you never do is never buy it first, they never buy at first, but remember, they secretly want you to have the answer to their problem, right? You just got to give them enough evidence and proof and a good enough logical argument, it's something people miss. You've got to have a chain of logic going from, "Here's your problem. Here's my solution. Here's what we'll do for you. Here's why you should buy it." If you go to that whole sequence with a chain of logic that is inescapable, if you follow the chain of logic and you agree with points along the way, you have to reach the conclusion where you say, "Yes, I should buy this because it's the answer to my problem." You got to have that logic chain and figure out what that is, what's the logical reasoning part of your argument to buy your product or service, to opt-in to your email newsletter, to subscribe to your YouTube channel.

There's no logical reason for them to want to do that other than just because you want them to, because that's not a good enough reason. That everybody's saying at first, but if you can give them something that's readable, that's interesting, that's entertaining, inspiring or educational, hopefully all three. If you do all three, home run, it's easy to get to the read, to believe, and then to buy. Just because they never do those things at first does not mean they never do them. Let me repeat that. People never read at first, they never believe at first, they never buy at first. Just because they never do those things at first does not mean they never do them. They do them for somebody. It would be a shame if it wasn't for you, wouldn't it?

Think through this next time you're writing copy or even when you're writing a blog post, bringing together a podcast episode or whatever content you're creating. People

don't read it at first, they don't believe it at first, they don't take action at first, but they can be led to those points if you're careful and conscious about how you do it.

There you go, and that's just some of the practical stuff we use in our agency when we're writing copy for people. You heard earlier this week that we opened up a beta, public beta tester systems out make sure it was all working well, stress-testing it, everything's working fantastically well. Now we're open for business, go to ravers.com/agency, or raversagency.com, and you can see all about what we offer. You may be interested in contacting us and talking about a project, and so we'd love to do that and serve you in that way.

Other news, I'm coming to Social Media Marketing World in San Diego this coming weekend, the 29th of February. I'll be giving a workshop on Sunday. You should come to that workshop if you're going to be at Social Media Marketing World because I'll be giving away a year's worth of social media content for free you can use as your own. To get that you have to be in the room, though, in my workshop, Social Media Marketing World, Sunday 29th.

The big event starts Monday and goes Monday, Tuesday, Wednesday. It's a great event. It is in my belief one of the best events anywhere in the world of its kind. It's the best of its kind, and it's one of the best events in the world, period. I love it. It's one of my favorite places to go. I don't get paid to tell you that, not even an affiliate. There, I would like you to come see me speak, that'd be cool. There's some great people speaking and teaching in Social Media Marketing World.

Chris Ducker is going to be there. My friends, Pat Flynn and Cliff Ravenscraft, Leslie Samuel, Mike Stella has got a killer presentation. I've had a backstage look at his presentations. Oh my gosh, you guys, so good. You have to be there to see it.

All right, enough waxing philosophical and ecstatic about Social Media Marketing World. It is a cool place, you should come, do it. You haven't used to buy your tickets. Get your tickets. Get you one, get you two, get you some. Show up. We will educate, entertain and inspire you. I assure you of that.

All right, you all. I pray that God blesses you today. Until next time, be well, and I'll see you.

Automated Speaker: To join forces with Ray and his team, visit rayedwardsagency.com.

Automated Speaker: Join Ray live tomorrow morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

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