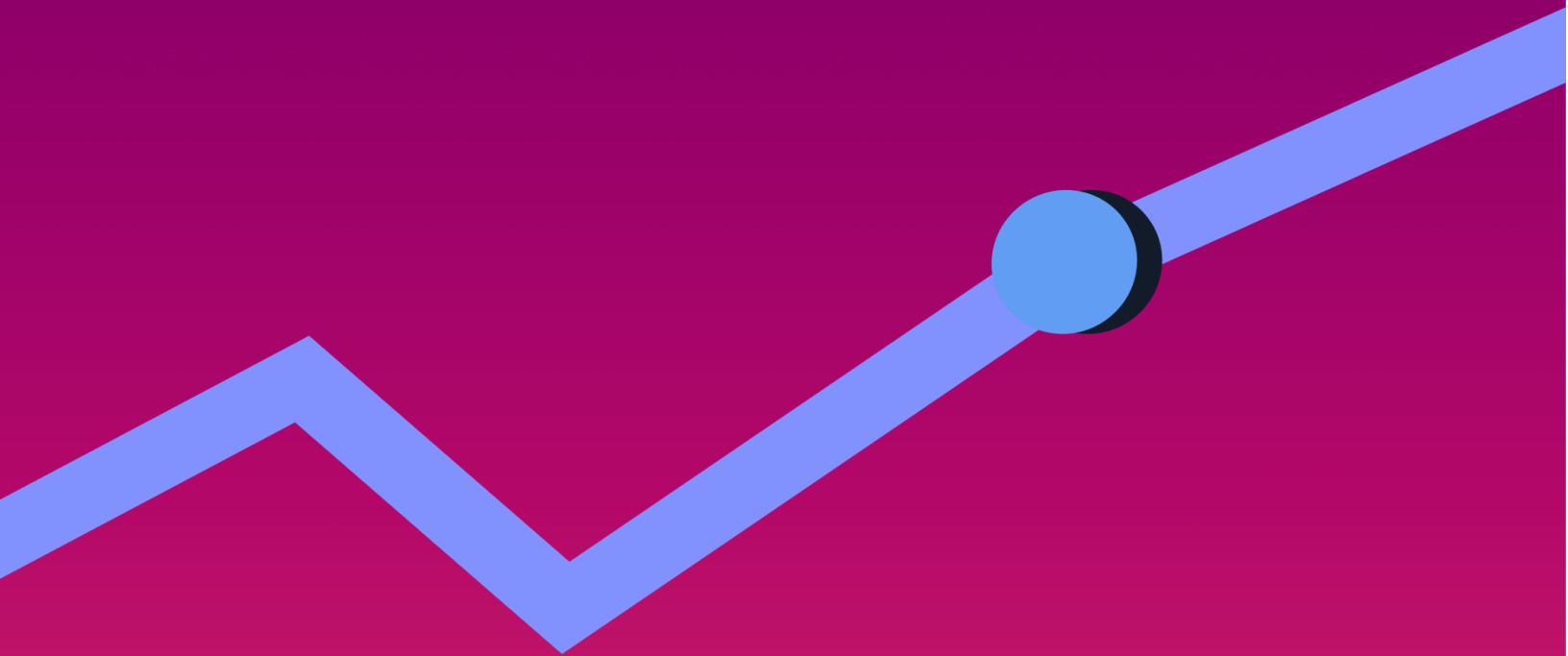


# **4 WAYS TO INCREASE YOUR WEBSITE PROFIT FROM NEXT WEEK**

**Contains practical & short ideas based  
on research and client results.**



Before we move forward, I want to give you some basics about the brain that help you understand the concepts more quickly.

Also, It will help you make a better decision regarding your product or service.

Let's start.....

Can you solve the math problem mentioned below? No! Not until you are a math professor or student.

Verify that  $\frac{1}{x^3}$

is a solution of the differential equation:

$$\frac{dy}{dx} = \frac{y}{x} - x^2 y^2 - \frac{3}{x^4}$$

Ok, no problem, let's solve another easy problem!

Q1) Calculate  $62 \times 31 = ?$       Q2) Calculate  $10 + 5 = ?$

If you are like an average human, which you are, then the Q2 answer was easier to calculate as compared to the Q1 answer. Right?

But why is it easy to calculate Q2, not Q1? Because we are thinking from **system 1** (I will tell you very soon what it is).

But before that I want to give you one last problem.

Don't change the first answer which will come to your mind. It will be fun to solve this question.

**A bat and a ball cost a total of \$1.10**

**If bat cost \$1.00 more than the ball.**

**Then how much does the ball cost you?**

What is the answer? Let me guess, does it \$0.10?

Again, if you are like ordinary people, you had calculated \$0.10, Right?

The correct answer is that the ball cost **\$0.05** if you want to know why to check this [link](#).

Again this happened to you because you are thinking from system 1.

Enough mental work! Let's figure it out.

## What the heck system 1 is

In a famous book "thinking fast and slow", scientist daniel Kahneman wrote that the human brain has two types of thinking mode:

System 1: the fast, reptilian part of your brain that works on intuition- operates automatically and quickly, with little or no effort and no sense of voluntary control. This system saves our body energy.

System 2: the slow, analytical part of your brain. It allocates attention to the effortful mental activities that demand it, including complex calculations. It consumes more energy as compared to system 1.

The reason why calculating  $62 \times 31 = ?$  Was slow because you were thinking from system 2 and calculating  $10 + 5 = ?$  Was easy because you were thinking from system 1.

The same goes with the bat and ball question. At first, your system 1 calculated the answer 0.10 but later, you found that the correct answer was 0.05.

Easy so far?

One last important fact for you, after that we will start to learn about the ways to increase profit!

An adult human being made 35,000 decisions in a day. And 80% of those decisions are made from system 1, which means actions are automatic and quick so that our brain can save energy for our body to survive and also save time.

I hope you understand what is system 1 & 2. And why this exists in humans(Obviously to save time and energy)

Let's start to learn about the ideas now.

## **Idea 1. Make your website header pass the "grunt" test.**

This test was proposed by Donald Miller, who is the founder of storybrand.  
**If a caveman were to look at your website, could they "figure-out" precisely what you do just by looking at the homepage-header?**

You can imagine a "caveman" is anyone who lands on your website and has never heard of your business before. If a caveman can figure out what you are selling, then any human can understand what you are selling.

We are making our website header pass the test because, as I told you already, our brain always tries to save energy, time & make a fast quick decision. If your website header creates confusion, the user will abandon it!

**So to pass the grunt test, you have to answer these three questions:**

1. What do you offer?
2. How will it make my life better? (most important one!)
3. What do I need to do to buy it?

Let's see some example:

source:cxl.com

# Become great at marketing.

## Get the world's top practitioners as your instructors.

CXL brings you advanced level marketing training: get deep skills in growth, customer acquisition, analytics, and conversion optimization.

*"I attended a 9-month long program where professors from MIT & Columbia Business School taught us Digital Strategy. In that program, we were trained on Digital Marketing for 13 weeks.*

*CXL makes that program seem like kindergarten." – Amit Sharma*

Looking for team plans? >



Q-What do you offer?

A- Marketing course from top practitioners.

Q- How will it make my life better? (most important one!)

A- It will make me great at marketing.

Q- What do I need to do to buy it?

A- Click on CTA "Start 7-day trial for \$1"

Source: hanami.run/

# Easy Email Forwarding For Your Domain

RECEIVING AND SENDING EMAIL WITH YOUR DOMAIN NAME!

Let's get started

✓ Free trial available

✓ No credit card required

✓ Cancel anytime

Q-What do you offer?

A- Email forwarding for domain.

Q- How will it make my life better? (most important one!)

A- It's easy and hassle free, [free trial, no cc required, cancel anytime].

Q- What do I need to do to buy it?

A- Click on CTA "Let's get started"

Always remember clarity in your copy will win over anything!

**Let's see some websites who are doing it wrong!**

Source: <https://monumento.co/>

# MONUMENTO

A CREATIVE OFFICE and consultancy practice  
specialized in DESIGN DRIVEN PROJECTS oriented to  
BRANDS, SPACES, PRINT & DIGITAL.

Based in Monterrey  CREATORS of F-A-M-A & MATERIA.

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Q-What do you offer?

A- Some kind of agency who offers digital and print service maybe!

Q- How will it make my life better? (most important one!)

A- because it's a "design driven project" still unclear!

Q- What do I need to do to buy it?

A- Not sure!



https://wild-fi.com



Q-What do you offer?

A- I think some communication tool but, not sure!

Q- How will it make my life better? (most important one!)

A- By removing bad communication.

Q- What do I need to do to buy it?

A- Click on "contact us"

## Idea 2. Find what makes your users tick!

We already know that our customer's brain relies on an automatic mode. Most of the actions are automatic and quick(performed by system 1).

Before knowing about the 2nd idea, I want to tell you why our brain prefers to live in system 1.

Yes, you already know the answer. It's because our mind wants to save energy. But do you know why our mind wants to save energy?

*Imagine a situation when you got stuck in the jungle for 5 days, and there is a lack of food & water. And your body wants to survive. What will it do?*

*It will save energy to the body can survive as much as possible!*

*Another example:*

*You are hunting in the jungle for food, and suddenly, you heard some quiet sounds are coming from the bushes. You suddenly looked in that direction and found that something is coming at you extremely fast.*

*And that object colour was yellow. Your brain will take less than 50ms to decode and tell you to run as fast as possible because a lion is waiting behind the bush and will attack you.*

**My whole point here is that whatever we do is directly or indirectly related to our survival mechanism—even saving money and buying expensive phones.**

Now, we know that our brain makes decisions based on survive and thrive. So, we can use this as an unfair advantage.

We will tell our customers how our product and service help them to survive and thrive better.

**But how do we know what is essential for our customer to survive & thrive better?**

We are going to use some user-research to uncover this problem!

## **Below is my few personal favourite technique for user research:**

If you are new in business, with few or no customers and very little traffic:

I know how hard it is to write a website copy when you don't have customers and traffic. Having no customer gives us a feeling that we don't know anything about our

To solve this problem, you can use

### **Technique 1. Message mining:**

It is the process of scouring the internet or other sources for instances of your target customer voicing what they care about most when it comes to your product or solution.

Go on Google or any review website(Trustpilot & yelp) or comment section of a website where your possible customer can ask the question:

Read their comment or reviews and try to find the below-mentioned points in it:

1. points of value they mention
2. specific things about your competitor they don't like
3. What is their fear, and what they want
4. interesting analogies or words they use when talking about your product

This technique will help you find lots of hidden insights about your customer motivation, value & problem.

**Example:** When I was writing content for my website, I was unknown about my customers; What are their fear and want.

So, I visited many agency websites, read many google reviews, and tried to find the things I mentioned above.

This technique helped me know about my customers and last helped me write better copy for my website.

## Technique 2. Be your customer

Sometimes it's hard to find reviews and comments on something, especially if your product is unique. So, what will you do in this situation?

This technique will help you uncover this problem!

You only have to think like your customer. Then answer this question.

*If I was trying to solve (insert your problem), where would I look online to find the answers?*

At the place of "insert your problem," you have to put the current problem your customer was facing.

**Real example:** When I was writing a value proposition for my website [khadush.com](http://khadush.com) I was a little lost because I don't that how can I give my customers value by creating their website.

Obviously, they want to make a digital presence. But, there are many alternatives for it, like hiring freelancer or agency or getting their website built by themself.

Then I used a mix of both techniques(1 and 2).

- I googled the term "how to get a good website" & "how to hire a web designer" as a typical customer can do.
- Then, I analyzed all the search results one by one as well read
- all the comments & reviews of the website.

After this process, I get an idea about the value proposition and customers needs and fear.

My customers want to stand out from the competition. They don't want to mess their head with lots of technical stuff.

When I started writing a copy of my website, I am clueless about my customer and their needs, but using both techniques helped find lots of hidden things.

Other techniques you can use are:

**Visitor survey** - In this type of survey, we will try to know why the people are coming to our website to understand and offer better solutions.

**Email survey**- In this type, we send surveys directly to our customer inbox for feedback.

Creating these types of surveys requires expertise and resources, that's I will suggest you avoid it for now. But, if you want to learn more, you can read articles online about it!

## **Idea 3. Reduce cognitive load.**

This idea can be hard to understand but bear with me; It will not hurt.

Let's start to understand first what is "Cognitive load."

Cognitive load is\_"the total amount of mental effort put on the working memory." But What is working memory?

Humans have three types of memory- Long term, short term and working memory.

Try to remember your childhood school name or home location. Did you? These names and location are stored in your long term memory.

Now, try to remember what you have eaten today; chances are you will figure out with some thinking. Eating information was stored in our short term memory.

But did you remember what you ate two days earlier? Yes! You don't know unless you have eaten something weird or unique. This is our short term memory.

Now, let's talk about one last crucial memory, which we call working memory.

Remember when you are talking to a person. Suddenly you forgot what you were talking about when they interrupt you. It's because you are using your working memory.

**When you need to remember a phone number, a shopping list, or a set of instructions, you rely on working memory even when you are talking with someone.**

Working memory can hold and manipulate information in the mind over brief intervals. It's for things that are important to you in the present moment, not 20 years from now.

Please don't confuse it with short term memory.

**According to the research, our working memory can store a range of 3 to 7 numbers, letters, or any manipulation data.**

This means our working memory is very limited. When a person put an excessive amount of mental effort, we call it cognitive overload. And this is what we have to avoid!

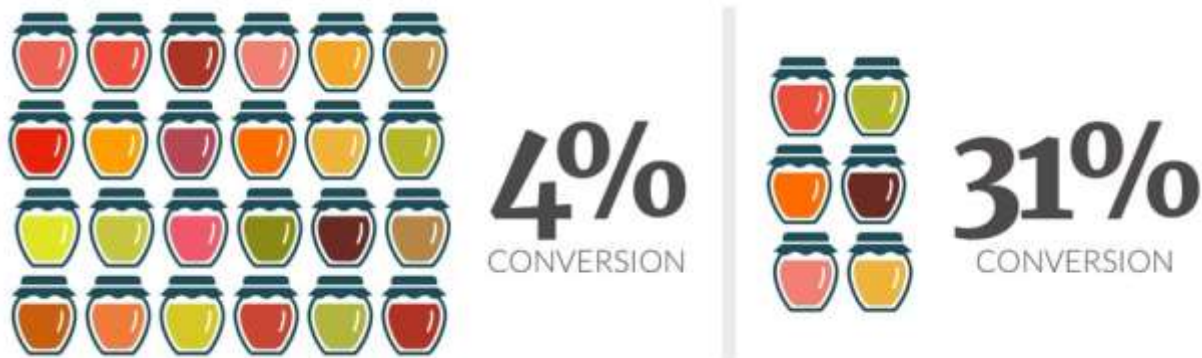
Enough theory, let's see practical tips to apply on your website:

There are uncountable ways to reduce it, but I will give only a few practical and easy to implement.

## Reduce the amount of choice

It's essential to reduce the number of options you provide to your user, whatever it is, pricing plan or product options.

A classic example of limiting choice comes from an experiment selling Jam. A grocery store in California set up a display to sell Jam. At certain times, the stall had six flavours from which to choose. At other times, it had 24 choices. The researchers behind the experiment saw a mere 4% conversion rate when offering 24 jams compared to a 31% conversion rate when there were only six choices.



The Jam Experiment shows us that too much choice lowers conversion.

That experiment perfectly demonstrates the problem with analysis paralysis and makes the response obvious – limit the number of options.



## **Instruction overload**

No one likes to read a manual before using any product or piece of software.

So make sure your product has excellent UX so users can figure out using the product themselves.

## **Write copy to reduce cognitive load!**

90% of things on the web are in the written form of text. We can leverage this opportunity to write a compelling copy to reduce cognitive load.

Here are a few points to remember:

1. Use short, simple sentences and paragraphs (3-4 lines maximum)—no more than 70 characters per line.
2. Make sure all text is left-aligned, not centre-aligned
3. Use a popular font, 16+ px font in a high contrast colour. Aim for a 24px space between two lines of text.
4. Use familiar words and phrases, limit jargon and industry speak, limit complex words (the average American reads at a 7-8th grade level).

## **Idea 4. Make your visual design look great.**

We all have heard this sentence in our life "Never judge a book by its cover". But the truth is we humans do this daily.

They rely on their automatic brain to make a quick judgement by just watching things. In an experiment, beautiful people tend to earn more as compared to other [peoples](#).

**In research, 75% of consumers admit to making judgements on a company's credibility based on its website design.**

### **Did you know what does it mean?**

When you think about it, it's pretty incredible that a company's credibility is so powerfully linked to the aesthetic quality of its website.

I know that Wayback when a website serves only a tiny amount of things, but it "'s 2021. A website serves many things for the companies, and they need to look credible.

And if your website is looking good, that means it's credible and trustworthy. Remember, If you lose trust, you will lose the money!

How to fix this?

You can't fix it unless you are a designer. So, I will suggest you hire some experience designer and if you have a problem in finding a designer. Let me know. I would love to help you!

Thanks for putting some time into reading this pdf.

I would love to know your feedback message me on [Linkedin](#) or [Twitter](#) and if you will find it useful then share with people who can also take benefit from it.