

The Magic of Selling with the A.I.D.A. Formula

The Magic of Selling with the A.I.D.A. Formula

By Trevor James

(Volto Industries, <http://volto.com>)

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Therefore we make no representations nor guarantees, but present this material as educational and as of general interest to internet marketers. We do not offer any medical or legal advice. We wish you well on your journey, and it is our sincere hope that you will find happiness and wealth, and that your wish will come true.

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Table of Contents

The Magic of Selling with the A.I.D.A. Formula.....	1
Legal Disclaimer.....	2
Table of Contents.....	3
Forward – Charles Atlas, John Caples, and Peter Yoon.....	4
What is AIDA?	6
Evolution of the A.I.D.A. Principle	6
Testing Gives Answers	9
Mr. Link Misses the Boat	9
Mr. Link has a Clue	10
Here’s the Trick. Here’s the Problem.	11
Testing is Essential to Success, but Expensive.....	12
Describing the A.I.D.A. Formula.....	13
Applying A.I.D.A. to Internet Selling.....	15
Using AIDA on Landing Pages	15
The Natural Process of Turning a Prospect Into a Buyer	16
Until Now, There Was No Way To Determine If Your Sales Page Was Effectively Following AIDA.....	16
How to use A.I.D.A.	19
Using More of the AIDA Formula.....	22
What Kind of Tests Can You Make?.....	25
Testing Many Variables to Increase Sales Faster	27
Detailed Example of What to Test.....	30
Dollars and Cents.....	33
How to Test using Affiliate Prophet with the AIDA Formula.....	34
Tracking to find the Best Keywords	37
Testing the Merchant Offers	38
The Missing Piece of the Online Sales Puzzle.....	39
APPENDIX.....	41
Taguchi Package	41
The XRay Package.....	42
Simply-Free-Article-Spinner.com	44
Voltos Industries	45

Forward – Charles Atlas, John Caples, and Peter Yoon

Many years ago, a new breed of marketing man emerged, in the field of ‘advertising’. Specifically in the field of direct-marketing. That phrase confuses people, but it just means marketing directly from a maker to a buyer.

There were of course, many kinds of goods-makers. A goods-maker might be manufacturing, for example, shoes, and selling them to distributors, who sold them to stores, whose salesmen sold them to shoeless people. This is not direct marketing, because the manufacturer of the shoes is not selling them direct to the shoeless person.

However, some products, like self-improvement books, certain vitamins and remedies, and body-building courses, were sold directly from the person who had the product to the end user.

Whereas the manufacturer who sells to distributors may buy ‘advertising’, the purpose of that advertising is to get people in general to want his brand of stuff. He wasn’t actually trying to sell a pair of shoes in those ads, because he’s not prepared to deal with a single customer. He’s geared up to sell hundreds and thousands of pairs to a distributor.

But for Charles Atlas, selling his body-building course ... he’s not going to sell it through a distributor, who sells it to a store, whose salesman sells it to a puny-looking guy.

Instead, Mr. Atlas, and countless others, will engage in direct marketing, selling direct to the buyer.

The direct marketers, who needed to see a tangible result from their efforts, were the first to begin actually testing to see what worked. And a Mr. John Caples wrote a famous book, called ‘Tested Advertising that Sells.’ He concentrated mainly on headlines, because if the headline fails, then nothing else works either. And his book is still as useful today as when it was written so many years ago.

Today, many direct marketers operate on the internet. Instead of sending out direct mail letters, we place sales letters on web pages. Instead of buying classified advertisements in magazines and depending on the magazines showing these ads to potential buyers, we generate traffic using Pay-Per-Click (PPC) or by using Search-Engine-Optimization (SEO) methods on our webpages to bring us visitors to our websites.

But the need for testing – in this case, testing our websites – is as strong as ever. There are three keys to selling online –

Basic Online Sales Truth #1

You have to have some traffic for anyone to see your webpage.

The Magic of Selling with the A.I.D.A. Formula

Basic Online Sales Truth #2

You have to write effective online web copy to make any sales.

Basic Online Sales Truth #3

You must have some way of testing your online web copy to refine and make it powerful.

On the web, if only a marketer realizes it, it is as necessary as ever, to test (and refine) your selling website.

Without some way of knowing what works and what doesn't, you're just shooting in the dark. Most shots in the dark ... miss.

And the good news is that, with testing software now available, it has become easy and powerful to test your web-selling efforts, and when you can see **exactly** where you need to improve, you can make your landing pages sell better, and better, and better.

And that's a good thing.

I have been testing software for this purpose for some months, and I have found several packages which worked pretty good.

And I found one package that works really great.

Here's to Mr. Peter Yoon, the man who made online testing both more powerful, and simple.

And it's all due to the Magic of Selling with the A.I.D.A. Formula.

And what is the A.I.D.A. Formula?

Gee, you've come to exactly the right place.

Read on ...

What is AIDA?

Hi, my name is Trevor James.

Years ago, I ran an answering service in San Francisco, where we answered the phones for actors, and insurance agents, and contractors, and musicians, and small businesses of all kinds. We had an office on Geary Boulevard on the second floor, and it seemed like the whole world went driving by, every day.

Wanting to expand our business beyond this one city, it seemed logical to start an 800-number answering service. And that's where the trouble started.

Because the trick is ... how do you advertise to find the people who should be using 800 numbers?

At that time, the internet was a dream of the future, and newspaper advertising didn't work very well for us. Putting posters up on bulletin boards didn't work very well for selling 800 numbers either. (These methods had worked just swell for finding regular answering service clients.)

So I began a study of direct-mail marketing. I bought thick books by experts left and right and studied and studied, trying to learn the secrets of sending mail to get customers.

I was about half-successful, but the point of this little background is that, in these books, several times I found descriptions of the "A.I.D.A. Principle."

Evolution of the A.I.D.A. Principle

In 1932, The Macmillan company published a book, a now-rare advertising classic, called *The New Psychology of Selling and Advertising*, written by Henry C. Link. Back at that time, applying the relatively new "science" of psychology to practical matters such as how to hire better, how to educate in the schools, and how to sell merchandise was a new idea.

Mr. Link made a good presentation that the biggest problem was that manufacturers had a self-centered viewpoint that they made stuff, and by golly, people needed to buy it! The idea that you might want to go ask people what they'd like to buy, or what they thought, and then reacting to that ... this was a new idea.

So the first attempt to figure out how to use psychology to sell things was kind of clumsy, it would seem to us. There were a lot of surveys of customers, trying to find out what advertisements they remembered, and how much they read the newspaper or listened to the radio. Psychologists are scholars, and so the research was scholarly, as if they could unravel the basic principles, and then they'd have the magic formula to selling things to just about everybody.

The Magic of Selling with the A.I.D.A. Formula

They studied things like how people's eyes move when they read the newspaper.

In Mr. Link's book, he goes over all these methods and describes many of the experiments, and points out that the missing elements were mainly two –

1. Nobody was really trying to find out what people wanted, and the advertisements of the day focused on the “features” of the products. In the case of an electric clock, a new product of the day, the advertisements talked about the mechanism and how steady it was. When, really, the biggest hassle with the previous wind up clocks was having to wind them, forgetting to wind them, and having the time set wrong because someone forgot to wind them.

In the case where somebody finally noticed that people didn't like winding the clocks, and began to advertise these new-fangled clocks that kept steady time and nobody had to wind them, the sales of the clocks soared.

For the first time, they were considering what the customer wanted, and for the first time they were focusing on the “benefit” and not the features.

2. The psychologists were being psychologists and scholars, and thinking about unearthing the “principles” that make humans tick. But for the purpose of deciding where to spend advertising dollars, it would be much smarter to focus on studying what advertisements sold things.

And instead of giving fancy awards to advertisements that everyone thought were beautiful to read, even if those ads sold very little, it made more sense to focus on finding ways to measure to determine which ads caused people to buy things.

As you can see, the new idea emerging (in this book) in 1938 was the idea of thinking about what the *customer* wanted and what would benefit the customer, and then of finding some way to *measure* the effectiveness of advertisements at getting the customer to buy things.

Mr. Link did see that the laboratory methods were missing the mark, and he raised the question of what was “good” advertising. But the answer was in front of him, and he didn't see it.

After showing how these laboratory methods didn't work, he went on to describe about training salesmen, about selling in the weird world of fashion, and about selling by radio and by direct mail, In the direct mail selling of the day, the answer lay, but he didn't see it.

The direct marketing of the day consisted of (a) placing classified ads in the newspapers and magazines of the time; (b) placing large or small display ads in the newspapers and

The Magic of Selling with the A.I.D.A. Formula

magazines; and (c) mailing a 'sales letter' to the names on a list. These lists might be bought or rented from a real-estate company, for example, to sell new shutters to new home-owners by sending them a letter.

The three types of ads (classified, display, and sales-letter) have different emphasis in how they are written –

- Classified ads usually have a short headline to catch the attention of the proper person, and may be something like “Corns?” or “Are you Tired All the Time?”. They then gave just a brief promise and then got people to write to the company. Of course the purpose is to capture a targeted customer’s name and address.

The follow-up mail to that targeted customer would then be a sales-letter, as described below.

- Display ads usually have a graphic to catch the eye, and a headline to invoke curiosity, to give news, or to hook the interest. The purpose of the graphic and the headline is to get the Attention of the reader of the magazine or newspaper.

These advertisements, being much larger, could tell a more complete sales story which would hopefully then cause the customer to send their money to the address printed in the coupon in the lower right-hand corner.

One famous example would be “They Laughed when I Sat Down at the Piano ... But Then I Began to Play!” Back in those days before television, there were lots of parties and house visits, and this advertisement tells the story of a fellow who had taken a music-course in secret, and after some weeks, at a party he went to play the piano. His friends thought it was a joke, and then they were stupefied to hear him play beautifully. The ad is well-written and tells the story of a brilliant social success, and getting approval from everybody, and having the new skill of playing music on the piano.

Another famous example would be the Charles Atlas Body Building Course, where the graphic is a comic strip where a bully at the beach kicks sand in our hero’s face because our hero is skinny. Our hero goes home, kicks a chair, and declares that he’s going to get the Charles Atlas Body Building Course. A few weeks later, bulging with muscles and back at the beach, he pokes the bully in the snoot, and a girl runs up and grabs his arm because he’s so cool. This is a story of being an underdog and beating up the people who oppress you, and girls then like you.

Both of these stories are so well done, and so complete that thousands and thousands of people sent money to buy the piano course and the body building course.

- A sales letter is exactly that. It’s a letter, sent by mail in an envelope, and it has some gimmicks to make it appear personal, and some gimmicks to make you

The Magic of Selling with the A.I.D.A. Formula

curious so you'll open it and read it.

Because it can be long, a complete sales story can be told and the customer will hopefully be persuaded to send his money to the address given in the enclosed self-address envelope.

Now although the three forms of direct marketing look different on the front end, in a way they are all the same on the back end.

Testing Gives Answers

The guys writing the classified ads, display ads, and sales letters noticed that some ads worked great and some worked poorly.

Somewhere along the line, some genius got the idea of sending two different letters, each one to half the list, to see which worked better. In a similar fashion, he would run two different classified ads in similar magazines, to see which worked better. And in the same way, he'd run two different display ads in the morning and evening edition of the newspaper, to see which worked better.

The advantages of testing – telling you which ones work and which ones to dump – are so powerful, and so obvious, that soon everyone in the direct marketing field was testing.

They tested which ads worked best.

They tested which magazines worked best.

They tested which size of display ad worked best.

They tested which headline worked best.

They tested which kind of stamp to put on an envelope.

They tested where on the page to put the 'reply coupon.'

They tested what color the letter should be.

They tested everything.

Mr. Link Misses the Boat

Meanwhile, back in "The New Psychology of Selling and Advertising", Mr. Henry Link had heard about the direct-marketers testing which stamp works best. And although Mr. Link had just about figured out that the best advertising would be the one that sold

The Magic of Selling with the A.I.D.A. Formula

products, this postage stamp test just sounded too silly to him, and so he didn't see that this testing was actually the best answer of all to the question: "What is Good Advertising?"

Testing will tell you the answer.

Nothing else will tell you the answer.

Reading another book by a marketing guru won't tell you the answer. Thinking long and hard in the middle of the night won't tell you the answer. Studying psychology books to unearth the guiding principles won't tell you the answer.

Any of these methods, any of these studies, may give you some good ideas, and they may spark brainstorms, and you may think of new things to try. But all of the things that come up will be Questions –

“Would customers buy this book if it had a Blue Cover?”

“Would more people buy it if it was called Confessions of a Trans-Sexual Slave?”

“Would people buy a course about how to play the banjo?”

And only testing will reveal the true answer to these questions.

Mr. Link has a Clue

In spite of the fact that he somewhat overlooked and under-valued the successful testing method being used by the direct marketers of the time, in his discussion of “Good Advertising” we find some very interesting points ...

Does it Pay to Advertise?

“. . . the statement, *it pays to advertise*, is psychologically equivalent to such statements as: it pays to talk; it pays to think; it pays to look; it pays to listen; it pays to read. Advertising in this sense is merely an organized use of various means of communication in order to bring certain products and services to the favorable attention of prospective buyers ...”

What Advertising Pays?

“Psychology is concerned not with the question of the value of advertising in general but with the question of how to determine what kind of advertising is valuable. ... there must first be a statement of the object which advertising is supposed to achieve ... there are several schools of thought ... the group which believes in establishing *good will* and keeping one's *name* before the public ... the group that wants *direct and immediate sales*

The Magic of Selling with the A.I.D.A. Formula

... and the group which believes in slowly overcoming resistance to accomplish *customer acceptance* ...”

The Professional Viewpoint

“ ... what are the elements of a good advertisement in respect to copy, art-work, layout, headlines, and typography. ... We have seen the use of clever copy and highly-paid copywriters, and a terrific emphasis on type effects ... laudable steps in the development of craftsmanship in advertising. Nevertheless, they have helped to obscure the more fundamental purpose of advertising, which is to sell goods.”

The Psychological Laboratory in Advertising

“Psychological investigators have always had in mind the belief that the purpose of advertising was *in some way to influence human behavior*. Therefore their experiments have been concentrated on those elements which were recognized as factors in the influencing of people.”

For the purpose of these studies, they began by stating the functions of advertising somewhat as follows:

1. It must attract Attention, that is, be seen.
2. It must arouse Interest, that is, be read.
3. It must produce conviction, that is, be believed.
4. It must impress the memory, that is, be remembered.
5. It must produce a response, that is, be acted upon.

I suspect that this may be the first step in the evolution of the now-famous A.I.D.A. Formula. In this case, the emphasis of the psychologists is breaking down the advertising to buying process into factors which could be studied by experiments.

Mr. Link goes on to describe some experiments which are largely boring. For example, describing an experiment to determine whether the size of a newspaper ad causes it to be better noticed, to get better Attention. While some experiments reveal just about what you'd guess to be true, the conclusion reached by Mr. Link after reviewing quite a few such experiments is that, because there are so many factors, after the test you really don't know much more than when you began.

Here's the Trick. Here's the Problem.

The trick to successful testing, so that you develop and use only powerful and workable ads, is to focus on what creates sales.

If you test advertisement A and advertisement B, and the first one makes lots of money, then you dump the second one.

The Magic of Selling with the A.I.D.A. Formula

But the problem is ... you have to throw a lot of money into the testing process, and all of those lame and unworkable ads are bringing you no income. So it can cost a fortune to test long enough to uncover the keys to making a fortune!

For example, you know that advertisement A is better than advertisement B. But is it the headline? Is it the first paragraph? Is it the color of the headline? Is it the graphic?

The only way to find out is to test each of these. You now run two versions of advertisement A. One version has Headline C, and the other version has Headline D.

After you've paid for more advertising of these two, you'll learn that Headline C is better, or maybe that Headline D is better, or you may discover darned little difference between them.

Experienced testers say that sometimes you will find a single word that can make a 300% increase in your sales. But these same experienced testers also say that, of all the tests that you run, only about one or two tests out of every ten tests will make any difference at all.

So, yeah, you may find a single word that triples your response, but you may have to run twenty or thirty or forty tests where there is remarkably little difference discovered at all. And in all of this testing, you'll be introducing many variations that don't work worth beans, and you'll be spending your money on things that don't work worth beans.

Testing is Essential to Success, but Expensive

Statistically, people who don't test ... don't sell much.

People who do test ... tend to sell a lot.

Testing means you have to do stuff. You have to prepare many variations of a sales letter, of an advertisement. Many of these variations will waste your advertising dollars by performing poorly.

Testing will cost money.

So this raises an interesting question – How can we test at lower cost?

This winds up being the same question as – How can we get test results faster, and from smaller samples of customers?

The answer to this question will emerge below.

Describing the A.I.D.A. Formula

AIDA is an acronym used in marketing that describes a common list of events that are very often undergone when a person is selling a product or service:

- A - Attention (Awareness): attract the attention of the customer.
- I - Interest: raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- D - Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.
- A - Action: lead customers towards taking action and/or purchasing.

The AIDA model is said to have been first presented by E. St. Elmo Lewis to explain how personal selling works. He was an advertising advocate, writing and speaking frequently about the potential of advertising to educate the public. He wrote numerous books, famous in their time, and in 1911 gave a speech to the American Bankers Association, wherein he urged them to adopt a policy of aggressive conservation, and that their job as bankers was to make savings a national trait.

This may or may not have been working, until a man named Michael Phillips, then a bank employee in San Francisco, invented MasterCard. (The bank wanted a slice of the action being then enjoyed by American Express, Diner's Club, and Carte Blanche cards.) Later, Phillips became a Sufi, and wrote the marketing classic *Small Time Operator*, but the damage had already been done.

The idea of the A.I.D.A. formula is that it shows a set of stair-step stages which describe the process leading a potential customer to purchase. The stages, Attention, Interest, Desire, and Action, form a sequence. Each step must happen for the next step to occur.

The idea being that consumers must be aware of a product's existence, be interested enough to pay attention to the product's features/benefits, and have a desire to benefit from the product's offerings. Action, the fourth stage, would come as a natural result of movement through the first three stages. Although this idea was rudimentary, it led to the later emerging field of consumer behavior research.

There are also a number of variations --

- The Hierarchy of Effects, being a marketing term for a sequence of five steps a consumer passes through from the initial exposure to a product or advertisement to the purchase decision: (1) awareness, (2) interest, (3) evaluation, (4) conviction, and (5) purchase.

The Magic of Selling with the A.I.D.A. Formula

- Later evolutions of the theory have edited the AIDA steps. New phases such as conviction (AIDAC) and satisfaction (AIDAS) have been added.
- Another modification of the model was its reduction to three steps (CAB): (1) Cognition (Awareness or learning), (2) Affect (Feeling, interest or desire), and (3) Behaviour (Action).

These different formulas are similar to some of the laboratory experiments that Mr. Link reported. The fact that you can make a model either way, just shows that these are artificial models of human behavior. They aren't human behavior.

Still, although a roadmap is not the road, it can help you to get where you want to go.

And we will find that we can use the A.I.D.A. formula to help us solve a question that will have an effect upon our wallets – **How can I test advertising quickly and economically?**

We will not need to worry about these variant models. Probably we could use any one of them the same way, but A.I.D.A. has been a mainstay of copywriters for decades, and it's handy, as you will see.

Applying A.I.D.A. to Internet Selling

When selling on the internet, you **could** use classified ads, and you **could** use magazine-type display ads, but these aren't common.

But the sales-letter page is common, and it's a lot like the sales letters once used in direct marketing. (These direct marketing sales letters are still used, of course. The mail you get from Publishers Clearing House sweepstakes is still selling magazines today.)

And the 'squeeze page' is common. It's like a stripped down sales page, and it's only purpose is to offer a bribe in return for getting a visitor's email address. It's very similar to the magazine classified ad of the past. Offer some kind of reward to add the person's (e)mailing address to your list, so that you can send (email) sales letters and make sales.

Although we can apply testing to the Squeeze page, and we could apply testing to online classified ads and online magazine-type display ads, it will be most clear if we talk about the most common online sales format – the salesletter webpage, usually called a 'landing page' because your search-engine listing or pay-per-click ad has caused your visitor to 'land' on your page.

The search engine or the pay-per-click ad brings the visitor.

On your landing page, you have space enough to make a sales presentation.

Using AIDA on Landing Pages

The AIDA Formula has been known, among world-class copywriters, for decades. And the ability of these stellar professionals to DOUBLE their conversion rates using this formula is not unusual ...

And because it is possible to use the power of the A.I.D.A. Formula on your landing pages, done right, you can blow your conversion rates through the roof.

Sound too good to be true? Well, so did cell phones a few years ago, until somebody said, "What if?" This is the conversion testing result of asking "What if?" And it is already changing the way online sales campaigns are being tested and optimized.

Here's why...

The Natural Process of Turning a Prospect Into a Buyer

This simple 4-step formula is responsible for **countless billions** in yearly sales around the world. It's the formula behind every winning direct mail campaign, every television infomercial, and it's at the heart of every successful online marketing campaign.

One more time, let's look at the four steps.

Attention- catch your prospect's attention with your headline. This applies to everything from your AdWords ads to your sales page.

Interest - Keep your prospect's interest by showing how your product or service will solve their problem and benefit their lives.

Desire - Make them feel how much better life will be once your product or service is at work for them.

Action - When the first 3 steps are done correctly, your prospect will take action. Whether that's opting into your list or purchasing your product/service.

Do AIDA right and the money dam breaks open, flooding your accounts with a river of cash...

Screw it up, and your sales campaign trickles to a slow death... another rotting skeleton in the vast Internet wasteland.

So, what does this have to do with testing your landing page?

Everything.

Until Now, There Was No Way To Determine If Your Sales Page Was Effectively Following AIDA

In previous testing methods used by the direct marketers, the only way you knew which ad was better was by counting how many sales were made.

And similarly on landing pages, with 'split-testing' software, the only result you could track was the *final action* of your visitors. You could see how many people bought or not. So, even if you're getting a decent conversion rate of 3%, that means 97% of your visitors are not buying from you, and you have no idea why. Because...

The Magic of Selling with the A.I.D.A. Formula

...there was no way to pinpoint which part of the A.I.D.A. formula was failing to bring your visitor to take action.

Multiple-Variable Testing

Sure there is something called multiple-variable or multivariate testing. It means trickier software which in effect “split-tests” a bunch of different things. But now you have to have even more visitors to your site, because even testing several things at once, when you test more things, you have less people seeing each variation, so you need more total visitors to give you a large enough sample so that you can tell the true winners from the variations brought about by chance.

Taguchi Testing

A gentleman named Genichi Taguchi developed new statistical methods, which were originally designed to improve the quality of manufactured goods, but these statistical sampling methods have been determined to be applicable to biotechnology and to marketing and advertising. Although Taguchi has his detractors among statisticians, simple experiment with Taguchi-enabled landing-page software quickly shows you that this is a way to do multiple-variable testing without having to have every single combination of the variables.

(That is, you don't have to have Headline A, with subhead B, on background color C, with graphic D, and every other possible combination. A smaller set of combinations is used, and statistically the winners are sorted out by some behind-the-scenes math.)

Taguchi-testing makes the sample sizes smaller than was required under multiple-variable testing, but you still have to have a larger number of visitors than a simple A-B split test, just so you can get an adequate number of visitors seeing each of the working combinations of your landing page.

Therefore although an improvement, it still requires a larger sample size, though it tests things faster than when doing one split-test after another.

The Old, Step-By-Step Method

So, sure, you can load up several pages to "split test" or add code to certain parts of the page for a multivariate testing. But, aside from being painstakingly complicated, these testing programs demanded thousands of visitors to give you an accurate read.

This was reality for even the biggest names in Internet Marketing.

Using ordinary "Split-Testing" like testing two different headlines, you need 10,000 - 20,000 visitors before you know with certainty which headline is better.

The Magic of Selling with the A.I.D.A. Formula

Now imagine you want to test pricing, subheads, P.S., graphics, background colors, etc...

Most marketers would either go broke... or give up on old testing methods altogether.

But, the cold reality is...

If you don't test you will never have the kind of conversions that lead to true wealth... There is no guru who doesn't test like a mad scientist - and they have the million dollar accounts to prove it.

Those guys can afford all the traffic they need to test... So while they're making money in their sleep, you lie awake fretting over how to pay the bills.

But, there is a solution...

A revolutionary way to test the entire AIDA process, so you know exactly where your sales page is falling short and how to fix it fast.

Here's how it works ...

The Magic of Selling with the A.I.D.A. Formula

How to use A.I.D.A.

Let's look at those four steps again, and I want you to notice how they flow from top to bottom. That is, how each step must occur in sequence ...

Attention- catch your prospect's attention with your headline. This applies to everything from your AdWords ads to your sales page.

Interest - Keep your prospect's interest by showing how your product or service will solve their problem and benefit their lives.

Desire - Make them feel how much better life will be once your product or service is at work for them.

Action - When the first 3 steps are done correctly, your prospect will take action. Whether that's opting into your list or purchasing your product/service.

Now let's look at a typical Landing Page, and here also I want you to notice how the parts flow from top to bottom. That is, how each step must occur in sequence ...

Page Colors – the background color, any pattern or not, the color of your sales page.

Graphic or “Hero Shot” – any header on the page, and/or any photograph of a happy customer

Pre-Head – the little blurb before your headline, if you have one

Headline – this is often called your ‘Attention-Getter.’ It must stop the visitor in his tracks. It must speak his language. It must promise a benefit he wants.

Sub-Head – the little bit of text after your headline, and before the main copy

First Paragraph – the first paragraph of your presentation

Body Copy – any additional body copy visible on the first screen of your landing page. (There may be none visible.)

Bullet Points – any bullet points visible on the first screen of your landing page. (There may be none visible.)

The Magic of Selling with the A.I.D.A. Formula

When we start to think of A.I.D.A. as a model for the Landing Page, it becomes obvious that the A has to happen on the first part of your Landing Page, then the D happens further down, and the I happens lower still, and if all goes well, toward the end of your Landing page, will occur the last A, where the visitor takes A-ction and buys.

A-ttention = First Screen of Landing Page

It is therefore obvious that the A-ttention step of A.I.D.A. is the first panel of your web page to be exposed “above the fold.”

That is, the A-ttention step of AIDA is the part of your landing page seen by your visitor when they first arrive and without any scrolling.

That first part of your Landing Page must get their Attention.

If it doesn't, you lose.

If it doesn't, nothing else matters.

It doesn't matter how great the rest of the page is, because it will never be seen.

How to Measure A-ttention?

I've only seen one landing-page testing software package which organizes your information in the AIDA format, and that is the “Affiliate Prophet” software package, but here is how it works ...

Measuring A-ttention is easy when you think about what happens if you get their attention, versus you **don't** get their attention.

If you get their attention, they will stay and read, because you've got their attention.

If you fail to get their attention, they will leave, pretty much immediately.

How long does it take to look over that first screen, to see the colors, the graphics, and to read the headline? How long to read the prehead, the headline, the subhead?

Answer: About twenty seconds.

It could be a bit more or less. The Affiliate Prophet default setting for measuring A-ttention is twenty seconds, but if you like, you can simply “be” the visitor and look it over and read the headline, just like you do when you visit somebody else's webpage. Use a stopwatch.

Look over and read that first page, especially the headline. How many seconds did it take? You can adjust the default time if you wish.

The Magic of Selling with the A.I.D.A. Formula

But if the guy stays even one second beyond that time, you can say that your page elements got his A-ttention.

Now you can measure.

Does your page get the A-ttention of 90% of the visitors? (Do 90% of the visitors stay ten seconds?)

Or does your page get the A-ttention of only 20% of the visitors? (Do only 20% of the visitors stay ten seconds?)

Or is it somewhere in between?

Improving your Landing Page's A-ttention Power

Now that you have a way to reasonably measure the A-ttention Factor, you can make it better. Since we have testing software, we can take the page elements and we can test them, and see which one(s) get the best A-ttention from visitors ...

Using the Affiliate Prophet software system for an example ...

- You could set up a 'split-test' and test Headline A against Headline B, and see which one grabs the most visitor A-ttention.
- Or, you could set up a Taguchi-type test (efficient form of multivariable test), and you could test to measure the best background color, headline, headline color, and subhead, for example.
- Now perhaps it will require a number of visitors for the sales to tell you with confidence that a certain headline gets the most sales.
- But the wonderful thing is that a far smaller number of visitors will tell you which A-ttention factors are best, because you can measure this for every single visitor, and not just for the ones who buy!
- You will also discover that often a small number of visitors, like 70-80 will tend to accurately predict what the sales numbers will later confirm when you've had a couple thousand visitors.
- This means you can set up a test, and using just the A of the AIDA formula, you can find the best headline, background color and other initial page elements quickly, for a fraction of the testing cost of waiting for sales to reveal answers.
- But ... there's more ...

Using More of the AIDA Formula

Just as the ‘A’ is only the first part of the AIDA Formula, so is the first screen of your landing page only the first part of your landing page.

Let’s assume that you are getting good scores on the first screen, an A-ttenion rating of 70% of all the visitors, for example. Then the next step is to move on to improving the next part of your landing page ... the copy and bullet points that come next.

If your copy and bullet points can get the visitor to spend the next minute, without leaving, then your sales process is definitely underway. It’s working, just as it should. Because if they will read on, for an entire minute, they’re ‘I-nterested.’

There are a few other parts of your landing page that visitors may look at, during the next minute, because some visitors scroll to the bottom. We’ll go into more detail in a moment.

But now you are getting the visitor’s A-ttention, and I-nterest.

And, next, if the rest of your webpage is good, and they’re still reading, they are starting to D-esire what you are offering. (If they didn’t, they’d already be gone!)

At every step, you can set up a test on the relevant page elements, then let the Affiliate Prophet system measure to show you the page elements that work the best.

And if you’ve got their A-ttention, I-nterest, and D-esire, then a lot of them will buy your product, that is, they will take the A-ction of buying, and this will also be measured.

Here is a screenshot that shows what it might look like –

Factor/Version Name	Raw Clicks	Unique Clicks	Action	Conv Rate	Attention Rate (A)	Interest Rate (I)	Desire Rate (D)	Interest Level	Earned/ Action	Total Earned	Visitor Value	Keyword Tracking
OVERALL CAMPAIGN STAT	559	268	44	16.4% (±4.43%)	84.0% (±4.39%)	70.9% (±5.44%)	28.4% (±5.4%)	42.5% (±5.92%)	\$0.00	\$0.00	\$0.00	View

If you are simply testing an existing landing page, to see how it was doing, then you would see only the ‘OVERALL CAMPAIGN STAT’ box, as shown here. And that might be a good test, to begin with.

1. It tells you how you’re doing
2. It shows you which general area of your landing page most needs improvement.

In this example, there have been 559 raw clicks, but only 268 are unique visits. (The software has put a cookie in the visitor’s web browser, so that a guy who comes back to look again doesn’t get counted twice.)

The Magic of Selling with the A.I.D.A. Formula

A-ttention

Of the 268 unique visitors, we got the A-ttention of 84% of them with our headline, the color of the headline, the banner, the background color, and the other elements that the visitor can see without any scrolling. The software measured this simply by measuring to learn that 84% of the 268 visitors had stayed for at least 20 seconds. (The other 16% of the visitors, we lost them. They took one look at the page, and clicked away. Boo-hoo!) But realize that we probably will never get *all* of them, and 84% is very, very good.

I-nterest

Next, in the I-nterest box, we see that of the 268 visitors, almost 71% showed they were I-nterested, by reading the body copy for at least another minute. We got their attention with the headline area, and then we got their interest with what we were saying.

So this means that almost 3 out of 10 of them said, “Nah!” and wouldn’t read much further. Boo-hoo! But realize that getting 70% of your landing page is still pretty darn good! I would be very, very happy if I could always get 70% of the visitors to read for at least a minute.

D-esire

Now look at the D-esire box, and we see that of the 268 visitors, only 28% continued reading everything, which Affiliate Prophet software measures by counting the number of people who continued reading for at least 5 minutes (usually enough to finish the page).

Gee, maybe we could improve that. We’ll look at how to improve things in the next section.

A-ction

Finally, look at the A-ction box, and you can see that of the 268 visitors, 16% of them “bought”. That means that one out of every six people who visited the landing page bought what we were selling.

This is also called “having a conversion rate” of 16%.

Now, this A-ction could be different things, depending on what your landing page is trying to do, and how you set up your testing. In this example, we had a long landing page whose purpose was to get people to sign up for a type of discount club.

But in another test, you could set it up to be the number of people who purchased your ebook, or the number of people who purchased the affiliate offer you were sending them to. (The software gives you a line of simple code to paste into your ‘thank you’ page.)

The Magic of Selling with the A.I.D.A. Formula

Your 'Thank You' page might be a page that thanks them after they've signed up for your newsletter. Or your 'Thank You' page might be a page that thanks them after they've bought your ebook. Or your 'Thank You' page might be a page that thanks them after they have purchased the affiliate offer you were promoting.

Wherever you put that line of code, when your visitor gets to that page, then the Affiliate Prophet software will know it, and your visitor's arrival at that 'Thank You' page counts as a successful A-action, or a 'conversion.'

Now many of you affiliate marketers will realize that, when you are promoting some merchant's product, then you don't have direct access to their 'Thank You' page. That is true. And what you will discover is that there are some merchants who will put your line of code on their thank you page, and some won't.

However, if you can't get your code on the merchant's thank you page, then if you're selling a ClickBank product, you can download your ClickBank stats into Affiliate Prophet, and it will count them that way.

Or, you can send visitors to a 'refresh' page that pauses, counting them, and then redirects them to the merchant's sales page, so that now you are counting the number of people who clicked to buy (on your landing page), and who were sent to the merchant.

So you do have some choices about what you wish to count as an A-action.

But here's something to think about ...

Notice that when you have tweaked your landing page so that it is getting good percentages for A-attention, I-nterest, and D-esire, then you will discover that you will also get a good conversion rate.

And since, for any marketer, there are always more visitors than buyers, it means that you're measuring your landing page elements from the visitors, so you will know what works far earlier than if you had to wait till you had a few hundred sales.

And because the AIDA formula breaks your landing page up into different sections, as you will see in a following section, you will know exactly what needs to be changed on your landing page, very quickly.

What Kind of Tests Can You Make?

There are several software packages which will test landing pages, but in my experience to date, the Affiliate Prophet package ('Pro' version) does everything, and is the only one I've seen that has a clear AIDA display to guide you.

But the AIDA measurement, and the conversion rate measurement is only part of what you can test with Affiliate Prophet. For example (in the Affiliate Prophet 'Pro' package), you can ...

- Test how well your existing landing page is doing, and by examining which parts of the AIDA figures are doing the best, you'll know what to strengthen on your landing page.
- Or, do a traditional "Split-Test" where you have two different landing pages. Every other visitor is sent to Page A or Page B. (The software inserts a cookie into the visitor's web browser, so if the visitor returns later, he will see the same page as before.)
- Do an expanded "Split-Test" and test up to three different landing pages.
- Do a Taguchi-type Multi-Variable test on your landing page. Here you can test multiple things at once, and the software creates different landing pages as your visitor arrives. By using special math, it is not necessary to make a different page for every single combination, and this means that the elements can be measured with a smaller number of visitors. And since you have an AIDA readout on every element being tested, you can very quickly know which page elements are the winners.
- Before you launch an affiliate-offer campaign, you can use Affiliate Prophet to test two merchant offers (as if they were your own split-test pages!), and by sending every other visitor to different merchant offers, you can determine accurately which of the merchants is going to do the best job of completing the sale for you.
- Test PPC ads and keywords, to see which ones are working best. Drop the losers, and run the winners. You make more money, and spend less on PPC.
- Measure your landing page with the Affiliate Prophet 'XRay Machine,' which I'll explain later in this article, and you can tell the exact spot on your landing page where people are leaving! And if you know where they're leaving then you know the exact spot on your landing page that needs some work! When less of them leave, then more of them stay, and you make more money.
- You can always work your tail off to improve the SEO of your landing page and get more traffic, and you can always throw money at PPC advertisements, but

The Magic of Selling with the A.I.D.A. Formula

what if you could get more people buying out of the *traffic you already have*? Wouldn't that be great? And that is exactly what testing with Affiliate Prophet can help you to do.

Let's go on to examine what a Multi-Variable Test looks like ...

The Magic of Selling with the A.I.D.A. Formula

Testing Many Variables to Increase Sales Faster

Because the AIDA Formula and its displayed values in the Affiliate Prophet system can tell you the results of testing faster, it also means that you don't have to just test one thing at a time.

The built-in Taguchi math enables testing of many page elements with a small set of landing pages, and displays these to visitors

The AIDA display allows you to evaluate the different page elements quickly, as people come visiting, because you really don't need to wait until all the sales are in to know the answers.

Because the AIDA display also directs you to different areas of your landing page, you're guided towards what to change, and what to leave alone!

Here is an example display of a Taguchi Multi-Variable test in progress ...

Factor/Version Name	Raw Clicks	Unique Clicks	Action	Conv Rate	Attention Rate (A)	Interest Rate (I)	Desire Rate (D)	Interest Level	Earned/Action	Total Earned	Visitor Value	Keyword Tracking
OVERALL CAMPAIGN STAT	559	268	44	16.4% (±4.43%)	84.0% (±4.39%)	70.9% (±5.44%)	28.4% (±5.4%)	42.5% (±5.92%)	\$0.00	\$0.00	\$0.00	View
Factor #1: Headline Text												
Join and Save Hundreds RED	202	45	11	24.4% (±12.55%)	88.9% (±9.18%)	68.9% (±13.53%)	28.9% (±13.24%)	42.9% (±14.46%)	\$0.00	\$0.00	\$0.00	View
Worried Musician RED	80	45	5	11.1% (±9.18%)	66.7% (±13.77%)	64.4% (±13.99%)	31.1% (±13.53%)	41.3% (±14.39%)	\$0.00	\$0.00	\$0.00	View
Join and Save Hundreds BLUE	63	45	8	17.8% (±11.18%)	91.1% (±8.32%)	73.3% (±12.93%)	26.7% (±12.93%)	42.5% (±14.44%)	\$0.00	\$0.00	\$0.00	View
Worried Musician BLUE	70	45	8	17.8% (±11.18%)	88.9% (±9.18%)	77.8% (±12.14%)	35.6% (±13.99%)	49.4% (±14.81%)	\$0.00	\$0.00	\$0.00	View
Join and Save Hundreds GRAY	59	44	5	11.4% (±9.39%)	81.8% (±11.4%)	63.6% (±14.22%)	15.9% (±10.81%)	32.0% (±13.78%)	\$0.00	\$0.00	\$0.00	View
Worried Musician GRAY	85	44	7	15.9% (±10.81%)	86.4% (±10.13%)	77.3% (±12.38%)	31.8% (±13.76%)	46.4% (±14.74%)	\$0.00	\$0.00	\$0.00	View
Factor #2: Hero Shot A-B-0												
Hero Shot JORGE	268	89	15	16.9% (±7.79%)	82.0% (±7.98%)	68.5% (±9.85%)	27.0% (±9.22%)	40.8% (±10.21%)	\$0.00	\$0.00	\$0.00	View
Hero Shot RHYS	149	89	15	16.9% (±7.79%)	84.3% (±7.56%)	71.9% (±9.34%)	31.5% (±9.85%)	44.9% (±10.33%)	\$0.00	\$0.00	\$0.00	View
Hero Shot NONE	142	90	14	15.6% (±7.5%)	85.6% (±7.25%)	72.2% (±9.26%)	26.7% (±9.14%)	41.7% (±10.19%)	\$0.00	\$0.00	\$0.00	View
Factor #3: Subhead A-B-0												
Musician Should Never Do	291	89	17	19.1% (±8.17%)	86.5% (±7.1%)	69.7% (±9.55%)	32.6% (±9.74%)	45.4% (±10.34%)	\$0.00	\$0.00	\$0.00	View
Focussing on What's Important	155	89	13	14.6% (±7.34%)	82.0% (±7.98%)	68.5% (±9.85%)	23.6% (±8.82%)	38.4% (±10.1%)	\$0.00	\$0.00	\$0.00	View
No Subhead	113	90	14	15.6% (±7.5%)	83.3% (±7.71%)	74.4% (±9.02%)	28.9% (±9.37%)	43.4% (±10.24%)	\$0.00	\$0.00	\$0.00	View

If you were simply testing an existing landing page, to see how it was doing, then you would see only the 'OVERALL CAMPAIGN STAT' box. That's what we used in our previous example.

In this example, the first three of several page elements are shown. Let's discuss them ...

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Factor #1 – Colored Headlines

I wanted to test two different headlines, and I wanted to test them in three colors, and so I set up six variables: Headline A red, Headline A blue, Headline A gray, and then Headline B red, Headline B blue, and Headline B gray.

As you can see by all the figures, all of these headlines did pretty well, but the three ‘Worried Musician’ headlines did better than the three ‘Save Hundreds’ headlines, and red and blue were tied for first place.

Because these were so close, there wasn’t a great difference in the AIDA figures, but you can see that Save Hundreds red, Save Hundreds blue, and Worried Musician blue consistently ran higher in the AIDA display, accurately predicting that the conversion rates would be higher on these combinations.

Now, Affiliate Prophet would have let me set up a test with three headlines, and as a different variable I could have measured different colors. I chose to combine them in this particular way, because you have a lot of flexibility in setting up your tests, so you can measure just what interests you the most.

Factor #2 – Graphics (Photographs) at Page Top (“Hero Shot”)

I wanted to see whether I got better results using a photograph of a musician playing an instrument, or with no photograph. The phrase “Hero Shot” means a picture of the happy customer with the product.

So for my first Hero Shot I used a color photograph of a musician named Jorge. And for the second Hero Shot I used a black and white photograph of a musician with long hair named Rhys. And the third part of my test was no Hero Shot at all.

As you can see there was not a huge amount of difference, but the pages with photographs consistently led, very slightly, over no photograph at all.

So now I know ... on this landing page, use a photograph!

Factor #3 – Using a Sub-Head

In this test, I wanted to see what worked best, Sub-Head A, Sub-Head B, or no Sub-Head at all.

As you can see from the Conversion Rate, the subhead about “What a Musician should Never Do” consistently converted better than the subhead about “Focussing on What’s Important” and better than no subhead at all.

And all along the way, the AIDA figures predicted that SubHead A would be the winner.

The Magic of Selling with the A.I.D.A. Formula

Other Factors

In this particular Affiliate Prophet test, I was also able to test the first paragraph of text, and the first bullet list, which is starting to move beyond the A-ttention time window, and into the I-nterest time window.

But I've cut off the example here, as the above example should be adequate to illustrate how easy it is to know what's working, and to know what's not working, real fast!

If you're paying for PPC advertisements, then knowing answers early means you can stop losing your paid visitors on low-converting page elements. So you get more sales, and you spend less on PPC.

And if you're getting your visitors from your SEO efforts, then you'll lose less of your valuable visitors due to non-converting page elements.

That is, from the same traffic ... more sales!

Now let's examine in greater detail the page elements identified by the AIDA display ...

Detailed Example of What to Test

Let's take a closer look at the process ..

Category One – Getting their A-ttention

Plenty of research studies show that a lot of people don't even stay on a webpage for 20 seconds.

So if you can get them to stay for 20 seconds, then you can feel confident that you've grabbed their attention. Therefore if you want to track the percent of people whose attention you've attracted, you simply let Affiliate Prophet track all visitors who stayed for at least 20 seconds on your landing page.

(This default value of 20 seconds is user settable. If you have an extremely simple and short first screen, you might set this to some smaller number of seconds.)

Your offer could be the best thing since buttered toast, heck you could be giving away free \$20 dollar bills, but if your landing page doesn't grab your visitors' attention in 20 seconds, they'll never see your wonderful offer.

Therefore the very first place to focus is on grabbing the visitors' attention.

How do you do that?

Work on these first-screen attention-grabbers –

1. Compelling headline
2. Header graphics (or no header graphics)
3. Website layout and professionalism
4. Fonts, sizes, and colors

If you have a good offer further down the page, then increasing your A-ttention score up from 30% to 70% may easily double the number of sales you get.

Luckily, because you'll be using the AIDA readout, you don't need thousands of visitors to get enough sales to tell you the winner, because you can tell the winner just from the A-ttention readout from the visitors (buyers and non-buyers alike!).

Rule of thumb – Without Affiliate Prophet, you'd have to get at least 30 sales to test a single headline with only fair accuracy.

The Magic of Selling with the A.I.D.A. Formula

And that could require a lot of visitors. For example, if the landing page converts 2% of your visitors to buyers, you'd need 1500 visitors. Or if your landing page was initially converting at only 1%, then you'd need 3000 visitors. And if your landing page was initially converting even less ... oh, we don't even want to think how long that would take!

But with Affiliate Prophet's AIDA display, you can test a single headline with 50-60 visitors. Think about it. That's 30 to 60 times faster and more efficient!

That's 30 to 60 times sooner that you'll be making more sales.

That's 30 to 60 times faster that you won't have to continue throwing away most of your paid PPC visitors!

A good target to aim for would be to get at least 70% of your visitors to be staying longer than 20 seconds, or 70% or more in Category One, A-ttention.

Category Two – Arousing their I-nterest

The next time-period is one minute. If the visitor stays beyond a minute, it generally means he's reading, or at least scanning through your webpage. That a good thing.

So after increasing the number of Category One visitors, your next focus is on increasing your Category Two visitors.

Now some visitors read, paragraph by paragraph. And other visitors skip down, skimming for pictures, subheads, bullet points, and maybe to see the price at the bottom of the page.

So to increase your Category Two visitors, test and experiment with these ...

1. The introductory paragraph. Make it irresistible!
2. The P.S. (Some people scroll to see the bottom first.)
3. The Sub-Head, any Johnson Boxes or callouts, Bullets
4. The Price at the bottom of the page

A good target to aim for would be to try to get 50% of your visitors to make it through Category Two, I-nterest.

The Magic of Selling with the A.I.D.A. Formula

Category Three – Creating their Desire

Category Three visitors (over 5 minutes) are definitely staying and reading your landing page. Clearly, they're hooked, and if they read that long, they should be beginning to *want* your product. They can be converted to buyers if you do a good job.

Some of the things that can increase Category Three visitors are –

1. All the rest of your webpage copy
2. Cut out hype and use factual speech
3. Good story-telling
4. Use normal speech, short sentences, and colloquial expressions

A good percentage to target for Category Three would be anything over 20%. If you can get 20% of your visitors to read on for five minutes, there should be some significant sales coming from these visitors who desire your product.

Category Four – The Visitor takes A-action (He Buys!)

If you have done a good job on A-ttention, I-nterest, and D-esire, then a bunch of people will start buying. That's just human nature.

But if you're getting good to great Category Three visitors, and your landing page is converting less than 1%, then probably you need to make your closing stronger. Here are some things that can give you better closing (and conversion) –

1. Your offer
2. The price
3. Your guarantee
4. Your credibility (how you position yourself, and the testimonials)
5. The order page design

The Magic of Selling with the A.I.D.A. Formula

Dollars and Cents

Here is a real-life example showing an actual test on three different headlines ...

	Normal Split-Testing	Affiliate-Prophet with AIDA
Actions needed per headline	30	N/A
Visitors for each headline	3000	50, maybe less
Total visitors needed	9000	150, maybe less
Number of days to test	90 days	36 hours
Total PPC cost	\$900	\$15

Seen in clear Dollars and Cents fashion, can you see why it's so important to test?

Of course, there are other testing-software packages out there. I've personally tested quite a few. Several were good.

But I've seen nothing like the power and fast action of using the AIDA formula.

And I've only seen this kind of AIDA display, easy to use, automatic, available on one software package, and that's Affiliate Prophet.

I still own five software packages.

I only use one of them.

Affiliate Prophet, and the Magic of Selling with the AIDA Formula.

How to Test using Affiliate Prophet with the AIDA Formula

First, buy a copy of Affiliate Prophet.

It comes in two versions.

The standard version is \$97, but be aware that having once bought that, you will be offered a One-Time-Offer to get the 'Pro' version.

➔ Get the Pro Version

The Pro Version will cost another \$147.

So plan on spending \$244 for the complete package.

That's a sizable amount to be spending, but if you will use this tool like the professional that you are, it will make money for you. Fact. And without it ... you'll be shooting in the dark. (Mostly you miss when you shoot in the dark.)

➔ Why You Want to Get the Pro Version

The Pro Version gives you three things that will cut your testing time dramatically, will slash PPC costs, and will skyrocket your income ...

(1) Taguchi / Multivariate Testing Module – This feature is an improved version of Peter Yoon's Conversion Prophet software (the previous generation was sold under this name), which had a sales price of \$354.

The software was used to test an offer that the developer (Peter Yoon) made. It was able to test 9 different sales letter elements with just **73** visitors! This increased conversion rate from 0.6% to 2.0% Overnight! ... And when you use it, you will discover how the dramatic time-savings immediately cuts your costs and increases sales.

With Taguchi multi-variate testing, as I've described earlier in this report, you can test many different elements and get results with just a fraction of the time, traffic, and cost it would take using standard split testing. This special testing method uses advanced mathematics that automatically create the optimal combinations of elements and pinpoints which is the combination that will give you the most profits and new customers.

I would never go back to guessing, and I'd never go back to simple split-testing one element after another. Now that I know a better way, it would be crazy.

The Magic of Selling with the A.I.D.A. Formula

And the best of all is that the Affiliate Prophet tracking system makes all these complex calculations and sophisticated testing for you so just have to sit back, relax, and watch your sales letter evolve into a non-stop profit-pulling machine.

(2) Sales Letter XRay Module – this feature will let you know exactly where your conversion killers are, so you can modify or remove them to increase your conversion rate.

The XRay report shows your landing page with either a color strip beside it or you can have a transparent color overlay on your page. The “hotter” the color, the more people left at that point on your page. If you get a red area, that’s where your page is leaking money. So just look near the top part of the red area, and that’s the part of your letter than needs some repair.

In other words, it shows exactly which part of your sales letter you should work on to have the maximum impact on your conversion rate.

For example, the software designer (Peter Yoon) had a page with a whole stack of testimonials on my sales letter. But for some reason it wasn't converting as well as he had expected. By turning on the Sales Letter Xray, it showed him exactly where people lost interest and left the page.

This turned out to be at the big stack of testimonials. He took out the testimonials and his conversion rate increased by 20%! That’s a lot!

Now, all the gurus would have told you to keep those testimonials, but when you can test and see for yourself, when you can see for yourself where your visitors are losing interest, then it becomes easy as pie to fix it. And when you fix it, you make more money.

The XRay module is really simple to use. All you do is copy and past a line of code on the landing page. It’s that simple.

(3) Wordpress/Blog/Multi-Page Tracker – If you have a wordpress blog, or a website with hundreds of pages, it's very time consuming to place a tracking code to each page. But with the Multi-Page Tracker, you don't have to.

With Multi-Page Tracker you can test every page of your site immediately without any effort on your part.

Do you have a wordpress blog and want to test which page is getting the most traffic and which page is converting best?

All you have to do is simply copy and paste a tracking code to header.php or footer.php and you are all set!

The Magic of Selling with the A.I.D.A. Formula

How about a store site with hundreds of different products?

No problem, Multi-Page Tracker can do it all with no-effort on your part.

How about just a website with hundreds of pages?

You only need to place a tracking code once on your website template and Affiliate Prophet Pro can track all these --

- AIDA stat of every page on your website
- Conversion Rate of every page on your website
- How much traffic you get on every page of your website
- The traffic source (to keyword level) of every page on your website

➔ Available Only with Affiliate Prophet Pro package

To the best of my knowledge ...

- The Taguchi/Multi-Variable module, with built in AIDA display, is not available in any other software package, at any price.
- The Sales Page Xray module, with a display that shows you exactly where visitors are losing interest, is not available in any other software, at any price.
- The Multi-Page Tracker module, with easy-as-pie installation, is not available in any other software package, at any price.
- The one testing software package which comes closest to Affiliate Prophet Pro costs three times as much, is harder to use, and doesn't do as much.

I have personally obtained and installed every software package I could find, and I've tested them all. I used to feel that 'Conversion Prophet' was the best of the bunch, but since the upgraded software (now called Affiliate Prophet) has become available, there is just nothing else that works as easily and does so much.

I will never again attempt to sell online without Affiliate Prophet. It provides too great an advantage.

Tracking to find the Best Keywords

If you use mainly SEO on your site to get traffic, then you can use the Affiliate Prophet system to track and record the best-working keywords to bring you traffic and to bring you sales.

And if you use PPC ads, it's even better. If you use PPC ads then you know how senseless it can be to pay for keywords that don't sell.

The problem is, Google can tell you which keywords get clicks. But that doesn't mean that all of these good-click keyword leads to sales.

You can use the Keywords section in Affiliate Prophet to set up a better keyword-tracking system. There is a 'preparation' page, and you just paste your list of keywords into a box. The system will then prepare these keywords with tracking codes attached, ready for Google.

It prepares them in two formats –

1. You get a results box prepared if you use Google's on-screen method to enter keywords.
2. And you also get a different results box prepared in the correct format if you use the free Google Adwords Editor application.

All you do is copy the tagged keywords from the results box, paste them into either the Google online application or into the Adwords Editor, and activate the keywords.

The system will keep track of every keyword, every ad group.

Now you can find out which keywords actually generate the sales!

Testing the Merchant Offers

Let's say that you wanted to set up a landing page as an affiliate and sell a 'Records Search' product from one of the ClickBank merchants.

Now you know that you can test and refine your selling page ... but what about the merchant?

After you send the visitor to the merchant's page, is the merchant a good closer?

Or a better question might be ... of several merchants who offer a product, which one of these merchants does the best job of converting the visitors that *you* send him?

Now the ClickBank 'gravity' score might give a 'suggestion' about likely prospects, but it doesn't mean that this particular merchant is the one to do the best job of converting the visitors that are sent from *your* site, the particular group of visitors who have been attracted by your keywords and your landing page.

You could just guess blindly. That's what most affiliates do.

But what if you could actually test, and find out which merchant converts the best?

What if you could do that while actually making some sales during the test?

Well you can do exactly that.

Affiliate Prophet allows you to set up a test, kind of similar to a split test, but it's not rotating your landing pages. Instead, it's rotating which merchant offer your visitors are sent to.

And, just like any other test, soon you will discover, beyond any shadow of doubt, with complete clarity, just exactly which merchant actually does the best job for you.

You don't have to rely on their ClickBank hype. You don't have to guess. You don't have to lose the time and money spent building a sales machine for a dud merchant.

Instead, you simply test – making sales with different merchants as you go – and then you know which one works the best.

End of Test.

You know the Rest.

The Missing Piece of the Online Sales Puzzle

As you have surely observed, so many of the ebooks for sale have this gimmick and that gimmick, and they all sound like you just throw up a page, wave a wand for some traffic, and then make sale after sale after sale.

If you've tried it, you have probably discovered, as I have, that it's not really that simple.

Maybe some guy did it that way once upon a time. Maybe it even worked that way once upon a time. But it doesn't work so easily now.

When you analyse it, there are three key essentials to making online sales ...

Basic Online Sales Truth #1

You have to have some traffic for anyone to see your webpage.

Basic Online Sales Truth #2

You have to write effective online web copy to make any sales.

Basic Online Sales Truth #3

You must have a way to test your online web copy to refine and make it powerful.

Finding a way – an easy, affordable, and effective way – to test and refine your online web copy is the missing piece of the puzzle.

Lots of books tell you about magic traffic methods. Lots of books tell you about what to sell and how to sell it. But darned few focus where it matters.

Sure, you could have a crappy landing page, and if you can work hard enough and long enough and spend money enough to get vast traffic, maybe you'll make a little money with a really poor conversion rate.

Sure, if you see a poor conversion rate, you could just blindly write a completely new landing page and start all over, shooting in the dark, to see if it works better.

Or, you can buy an el-cheapo 'Split Test' software package – some are cheap and some are expensive – and this will let you create and test shoot-in-the-dark landing pages one after another faster.

But why?

The Magic of Selling with the A.I.D.A. Formula

By doing your Selling with the Magic of the AIDA Formula, you can get test results days or weeks earlier, and save hundreds of dollars in wasted PPC fees, and start getting high conversions days or weeks earlier.

Just by cutting and pasting some simple codes, by looking at the display, and by allowing the software to focus, with lazer-precision, on the winners and the losers, on the exact elements that are working hard, or hardly working ... everything becomes crystal clear. You're no longer guessing in the dark.

You know.

And the results show.

Who wouldn't want that?

Click on [this link](#), get the [Affiliate Prophet software package](#). Get the Pro version. Install it – takes ten minutes – and try it. It comes with the usual guarantees, so you can't lose.

But you can win.

Big.



[Click Here and Start Testing](#)

APPENDIX

Taguchi Package

Taguchi testing is the latest and best method of testing multiple variables at the same time. While it does require more visitors – so that you have an adequate number for each variation – the advanced math of the system eliminates the need to test every single variation. (Which would take an *eternity* of visitors to get a good test!)

Instead, a small subset of ads is created, by the software, and these are rotated among your visitors. (Each visitor has his browser cookie, so if he comes back later, he'll see the same ad as previously.)

The advanced math can sort out the factors, and will show you which headline works best, which background color works best, which header graphic works best, which guarantee works best, which pricing works best, and anything else you wish to test.

The results display will also show you all the ads and will tell you how well each ad did as well.

What makes the outstanding Taguchi method go supercharged is the addition of the AIDA formula to the Taguchi readouts. No longer do you have to wait for hundreds or thousands of visitors, to get a handful of sales, so you can tell which ad is doing the best.

Instead, as soon as your visitors begin to arrive, simply by tracking the percentage of visitors where you successfully capture their A-ttention, and the percentage whom you have caught their I-ntrest, and the percentage where you've created their D-esire, you will discover that you can PREDICT which elements will yield the best sales conversions.

Time after time.

The Taguchi/Multi-Variate module is available ONLY in the Affiliate Prophet PRO package, presented as a One-Time-Offer when you purchase Affiliate Prophet standard. Be sure to get the PRO package.

The Magic of Selling with the A.I.D.A. Formula

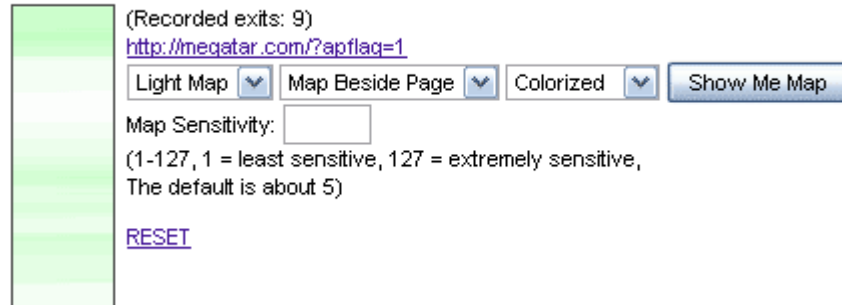
The XRay Package

All you need to do is to copy and paste a line of code to your webpage. It's that simple.

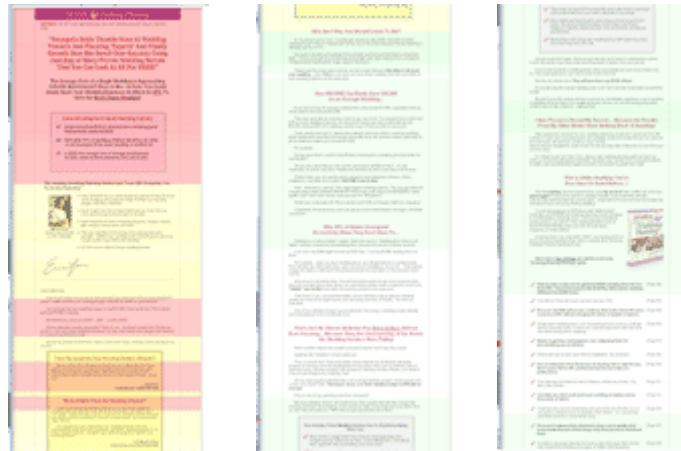
Step 1: Copy and paste an XRay code into your webpage

Step 2: Know what part of your page you should focus on rewrite.

Exit Heatmap



Step 3: Take a detailed look at where your conversion killers are



(Sales Letter XRay is not available anywhere else. It's exclusively available from Affiliate Prophet in the Pro Package they will show you as their One-Time Offer. If you skip this offer, you won't get another chance.)

The Magic of Selling with the A.I.D.A. Formula

Multi-Page Tracker

Blogs are growing ever more popular. Even well-established static sites are adding blogs these days. And no wonder.

Search engines LOVE blogs, and the use of a blog, with frequent updates, boosts your ratings in the search engines. Even when you use PPC advertising, you'll often find that having a blog on the site enables you to communicate better with your customers, supply useful information, and, yes, even get some free traffic in addition to the traffic you buy.

It is very helpful to know where your visitors are going. If you have click-through links on every page of your blog – as you should – then which pages on the blog are sending the most folks through to the money page?

Well, now it's simple and easy to find out all these things.

Simply copy and paste a simple line of code that Affiliate Prophet gives you into the footer of your blog, and Affiliate Prophet will track your visitors as they wander all through your weblog.

Learn which sections are popular, which pages are duds. Strengthen what's winning and get rid of the losers.

You win.

The Multi-Page Tracker module is available ONLY in the Affiliate Prophet PRO package, presented as a One-Time-Offer when you purchase Affiliate Prophet standard. Be sure to get the PRO package.

The Magic of Selling with the A.I.D.A. Formula

Simply-Free-Article-Spinner.com

- Are you an Article Marketer?
- Would you like more great information on how to get better traffic?
- Did you find my writing style in this report to be helpful?
- Do you like free gifts and bonuses?

If you answered “YES” to any of these, then please visit our sister site Simply-Free-Article-Spinner.com, where you will find an easy-to-use article spinner to help you create new articles from old.

You can write one article, spin it, and create multiple variations. Place these in article directories to create effective backlinks to your website, and if you’re a good writer, then other sites will also pick up your articles and reprint them on their websites, giving you even more rank-increasing backlinks.

It’s free. It’s simple. That’s why we call it the Simply-Free-Article-Spinner.

We will ask you to register, and we’ll do our best to send you our ‘Spinning SEO Heaven’ newsletter, just chock-full of useful information (and more than a few free gifts as well), but of course, you can drop out of the newsletter at any time with one click.

We’d love to see you there. It’s an online application. Easy to understand. Easy to use. And Article Writing can be very effective at promoting your products and sites.

Click here to visit Simply-Free-Article-Spinner.com.

A Sample Article from the Website –

[How to Write Effective Copy that Sells on the Web](#)

The Magic of Selling with the A.I.D.A. Formula

Voltos Industries

Voltos Industries (<http://voltos.com>) manufactures musical instruments; publishes books in the fields of psychology and self-help, music-learning, and sales and marketing; and engages in both affiliate and direct marketing of web-based and physical products.

- Voltos Industries, <http://voltos.com>
- Mobius Megatar Touchstyle Guitars, <http://megatar.com>
- Powerline Press, <http://powerlinepress.com>
- Affililiate-Prophet.Info, <http://affiliate-prophet.info>
- The Sweetheart Report, <http://sweetheartreport.com>