5

THINGS YOUR WEBSITE NEEDS IN 2025

What most people never do, and lose customers

GUSTAFSON MARKETING

About Me

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Jason Hegetschweiler
8 reviews

★★★★★ a day ago

Fantastic experience ! So friendly, helpful and unlike any marketer you ever met ! One of a kind !

🙏 1

Gustafson Marketing (Owner)
a day ago

Thank you Jason, it has been always a pleasure working with you, growing the business together!

Peter Gustafson
Peter Gustafson
Marketing Advisor

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Why do most websites fail to create sales?

These days people are busier than ever before.

Therefore, as a rule, people should be able to go to your website and understand your offer within a few seconds. *If it takes them longer, you're losing sales.*

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Do your customers understand your central message?

Most business would like to think that they are special, and indeed many are. But when it comes to presenting themselves on the market, most businesses fall prey to "**platitudes**".

Platitudes are phrases that are general enough that any business can, and should be able to say about them self. **But platitudes don't separate you from your competition.**

These are phrases such as **"Family owned, quality service, and satisfaction guaranteed"**. They are common place, and leave customers with nothing more than **price** when trying to decide to do business with you.

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How to clearly communicate on a website, when people don't have time?

The Story Brand 7-part Framework has been helping thousands of business, non-profits, and personal brands clarify their message, and re-create their marketing and websites.

The Story Brand Framework
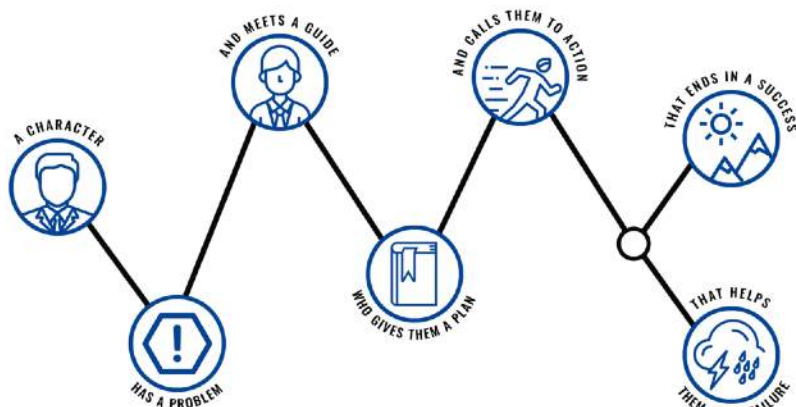
The 5 suggestions in the book are what we most often give to people regarding their websites

Make these five changes and you'll increase sales, create fans of your business and stop losing to the competition.

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① Your website should include an
Easy-To-Understand Tagline

Be clear

The purpose of a website has changed dramatically in the last 5 years. A website was once a storehouse for information about a company. Now, it's a supplement to your overall marketing campaign.

In 2022 and beyond, statistics show it must be simple and compelling.

A website should compliment your overall brand strategy, telling the clear ideas you've identified as the primary message of your brand.

What's the message your brand promises? It must be about your offer and what it has to do with the customer.

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Avoid the curse of knowledge

We teach our clients to avoid the curse of knowledge. When a business leader knows so much about their products and services, they project that knowledge on their potential customers, falsely assuming they should understand just as fast.

Most customers, however, will only give you a few seconds to make your pitch, and that means it needs to be easy to understand. The best way to be easy to understand is to say it in clear language.

For example

✓ **We clean gutters**

✓ **Your lawn will look perfect**

✓ **Get fit with a personal trainer**

✓ **Let us cater your special occasion**

✓ **Lease an apartment within walking distance of work**

Case Study

One client was worried his business was too complicated. As an industrial painter, he served a wide **variety** of customers ranging from auto-part manufacturers to construction contractors.

After a website review, it was clear that **he wasn't clearly communicating anything of value.** The front page of his website talked about how long he'd been in business and how his grandfather had started the company. **But just because he had to cast a wide net didn't mean he couldn't be specific.**

The next step was to create a well-designed website with a picture of a guy in a white shirt painting something and **use the tagline "We Can Paint Anything"** along with a bright, obvious "Get a Quote" button.

His business increased and he learned to simplify his branding material.

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② Your website should include an
Obvious Call to Action

It's amazing how many companies don't clearly ask for the sale.

I recently heard a story about a man who needed help designing keynote slides for an important presentation. He went to google and found a **couple design companies**.

The **first one** had a visually stunning website complete with moving images of a boat floating up the river and designers sitting in the office completing projects.

Links on the website led to read about their core values, and sample work was presented in a separate portfolio page. **Looked great!**

The only **problem was**, other than a contact button, they **didn't give him a clear and simple way to set up an appointment.**

So, he decided to check out the **other design company...**

Ask for the sale

Now the other firm's website wasn't designed as nice. I mean it looked good, but nothing compared to the other one.

And yet, right there on the front page a simple sentence drew his eye — **"If you want to hit a home run on your next presentation, we can help you with the slides."** Then, there was a **button** that simply said "**Get a Quote**." He clicked the button and a week later was paying them for the work they'd done.
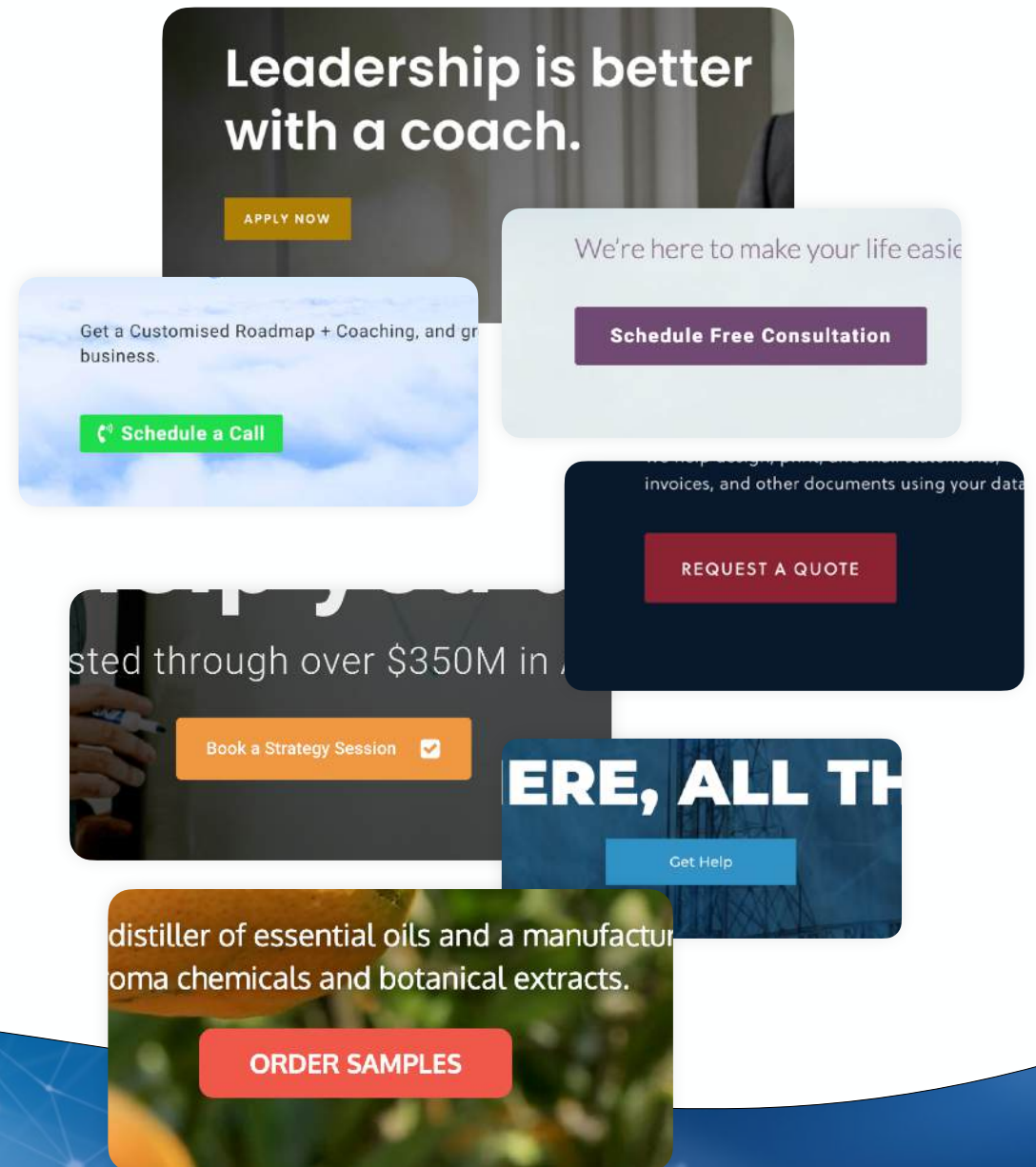
If you confuse, you lose.

Here's another thing. If you have too many things for them to click on to learn more, they will get confused.

Create 1 clear call to action for the entire page, and simply repeat that button throughout the page.

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What call to action?

A great CTA should be a **request** to place an order from your **dominant revenue stream**.

If your dominant revenue stream requires consultation, it should be a request to make an appointment.

Whatever it is, that button should be the **main focus** of your website. Make it a **bright color** and put it in the top right of your website. And make sure it's on every page too, so that customer can always take action now.

You'd be amazed at how many sales you're losing because you're making your customers work too hard to buy the thing they really want from you.

For example

✓ **Buy Now**

✓ **Place an Order**

✓ **Get a Quote**

✓ **Schedule an Appointment**

③ Your website should include a
Transitional Call-To-Action That Collects Email Addresses by Offering Free Value

Buy now, or Later?

Studies show that only 3% of website viewers are in the "buy-now" phase. The rest are in "information gathering mode" or not even yet interested at all.

So if your primary CTA (the "Buy Now" button) is directed at the 3%, how can you increase your overall customer base?

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Meet the "Lead Generating Asset"

One of the best ways target the other 40% is by offering them **valuable information for free**, in exchange for their contact information. But you need to do it right.

These days, psychologically, people consider the value of their email address to be about **$10 or $20**. That means they are only willing to give up their email address for something they would actually pay ten or twenty dollars for.

So, in order for somebody to give you their email address, you need to offer them something they really want or need.

What to offer?

Thankfully, you are likely a **subject expert** in some realm that gives you information other people would find valuable.

If you are a dentist, you might know five or six strategies that will help kids love to brush their teeth. **Parents would love to read that.**

The key is to offer something of great value.

And that value should be **specific and should solve a problem** that your potential customers face.

What you are reading now is an example of this!

❌ ~~Newsletter~~

You've probably tried to collect email addresses in the past by offering a newsletter, but **nobody wants to subscribe to your newsletter.** Why? Because they don't know *what specific problem* your newsletter solves.

However, a PDF entitled "**HOW TO GET YOUR DOG TO STOP JUMPING ON PEOPLE**," offers clear value.

Whatever you offer, make sure the value is clear.
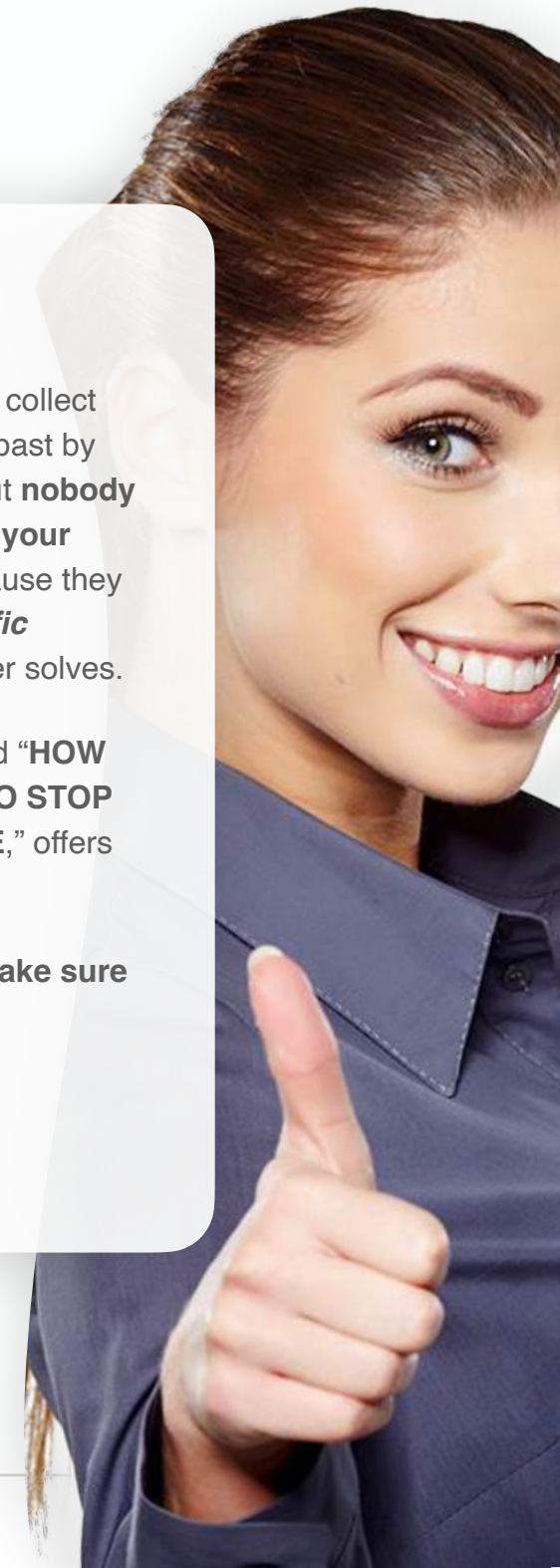
Want to Delegate Your Digital Marketing Projects—Without The Headaches of Hiring? Get your copy to see 29 examples...

Email
Email address

What industry are you in?

Yes, Send It to Me Now >>

Privacy Policy: We hate spam and promise to keep your email address safe.

Download "How to create Buyer Personas in Social Media" Guide

Find out all there is to know about **creating your very own buyer persona in social media.**

Email Address

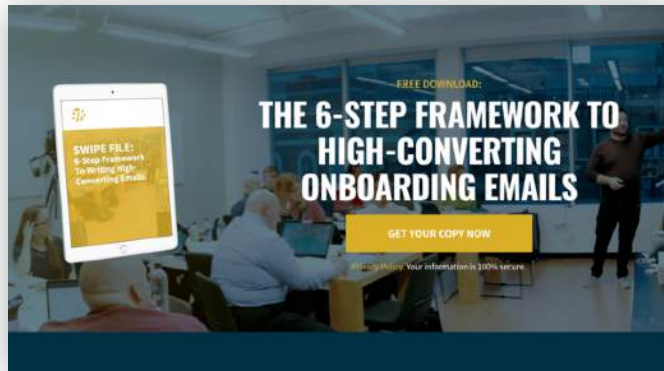I want to receive updates about services and special offers by email.

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32 proven onboarding email templates that we created while working with companies like Landbot to onboard 80,000+ users.

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- The advantages and disadvantages of Traditional Long Term Care Insurance
- How a hybrid Life + Long Term Care plan works
- How to choose the right plan for you

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BrandNerd

10 Ways to "Recession-Proof" Your Business

LONE FIR CREATIVE

THE ULTIMATE GUIDE TO HIRING A MARKETING AGENCY

Guidelines for creating something people will exchange for an email address

1

Make it short.
You don't have to write an entire book or film a full-length documentary.

2

Give it a cover.
Dress it up so the outside looks like it has as much value as you've put on the inside. White papers don't collect very many email addresses.

3

Make it solve a specific problem.
People will give their email addresses in exchange for something that lessens frustration or pain in their lives.

4

Then, continue with valuable emails.
At Bexolutions we help our clients to set up the whole process form A to Z, so you can skip over the trial and error and get right to increasing your customer base.

(4) Your website should
Break Down Your Products and Services Into Bite-Sized Categories

One of the most common questions we get involves clearly communicating what a company does when they've **got a lot going on.**

For example, there was a retreat center that specialized in experiential therapy. They've got programs for couples, for people who've experienced trauma, for clients struggling with managing their money and multiple **OTHER important issues.**

But, what was their main source of revenue? After finding out one of their programs earned 40% of their overall revenue, then **that program was featured on the main page.**

Then the other programs were put into one of **three categories**, High Impact Leadership, Successful Relationships and Overcoming Trauma.

This way, people browsing their site could easily find a category that was right for them.

Decision fatigue

If you list all your products and services on your main page, people are going to get bogged down.

People don't like to have as much choice as you think. Decision fatigue is a real thing and given the choice, **most people will put off making a decision to "later"**, which usually results in forgetting about it and never taking action.

So, if you have a lot going on, can you categorize your products or services into two or three choices? **Can you simplify what your company offers into your dominant streams of revenue?** If so, you'll be able to create a site that doesn't overwhelm your customers.
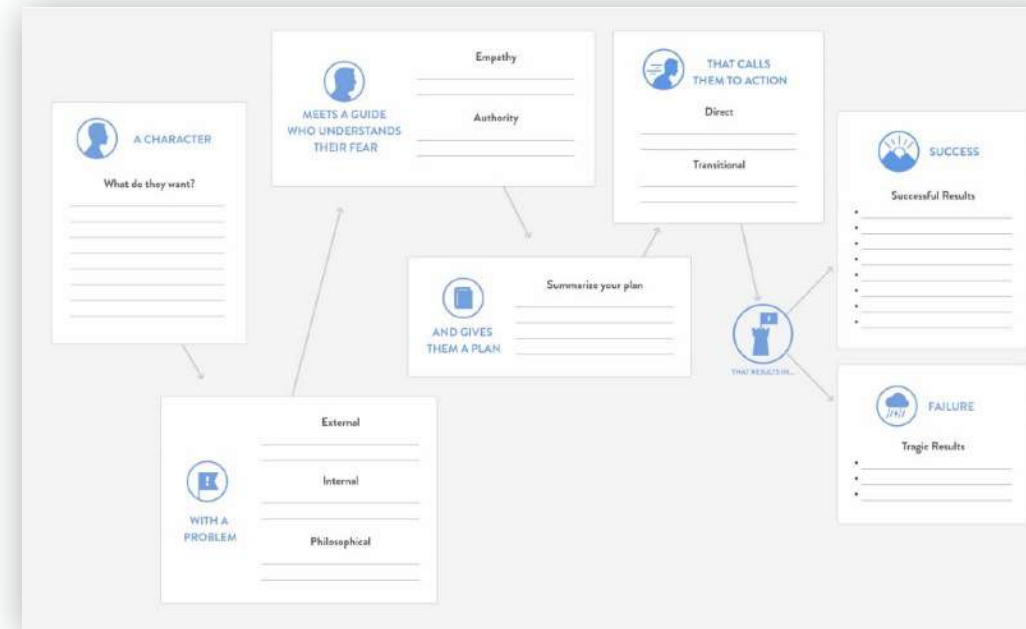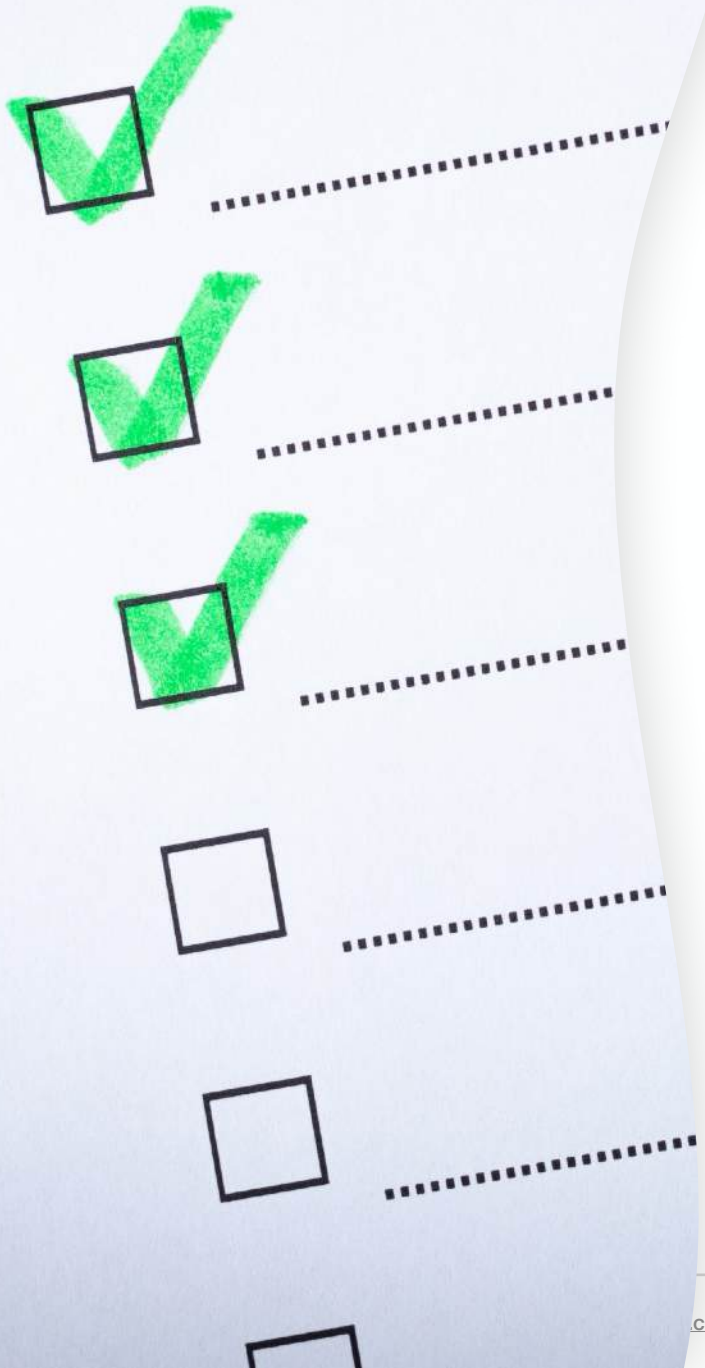
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Your website should

Be a Clear Communication of Your Story Brand Script

A Story Brand Script is a document you can use to make sure you're always completely on brand in your messaging.

You can create your customized Brand Script at a Story Brand Workshop with Bexolutions.

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If you confuse, you lose.

Most companies have tried so many branding techniques that their communication has become cluttered and confusing.

A Story Brand Script means you **know exactly who you are and what you offer** your customers and it keeps you on track so you never go off-brand.

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The 8 critical features of a Brand Script answer these questions

1. What does your customer **want**?

2. What's the **external** problem they are dealing with?

3. What's the **internal** problem? (How is the external problem making them feel?)

4. What **empathetic statement** can your brand make toward your customer's internal problem?

5. Why are you an **authority** to solve your customer's problem?

6. What's your **plan** to ease your customer's fear and confusion?

7. What is the direct **call to action**?

8. What does life look like for your customer if you **solve their problem**?
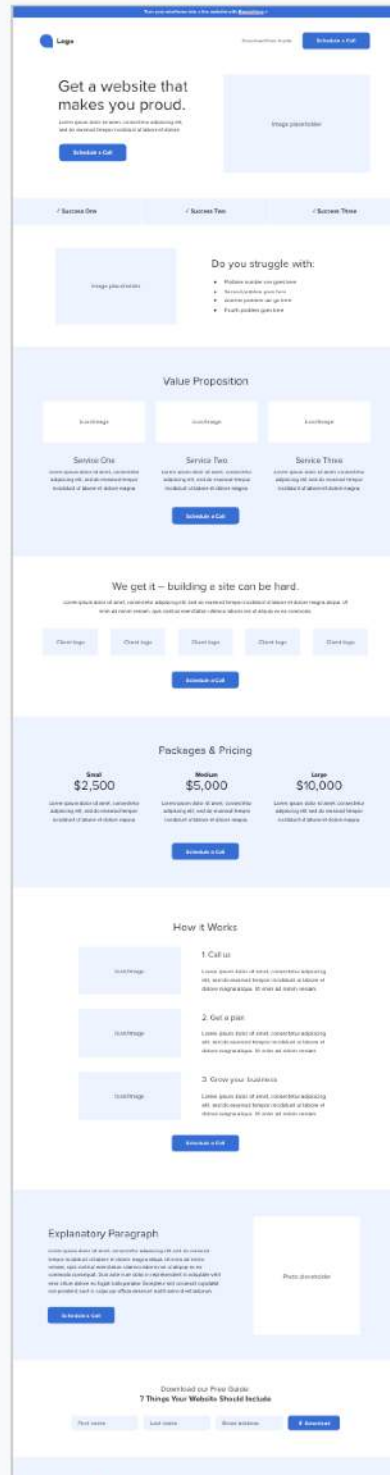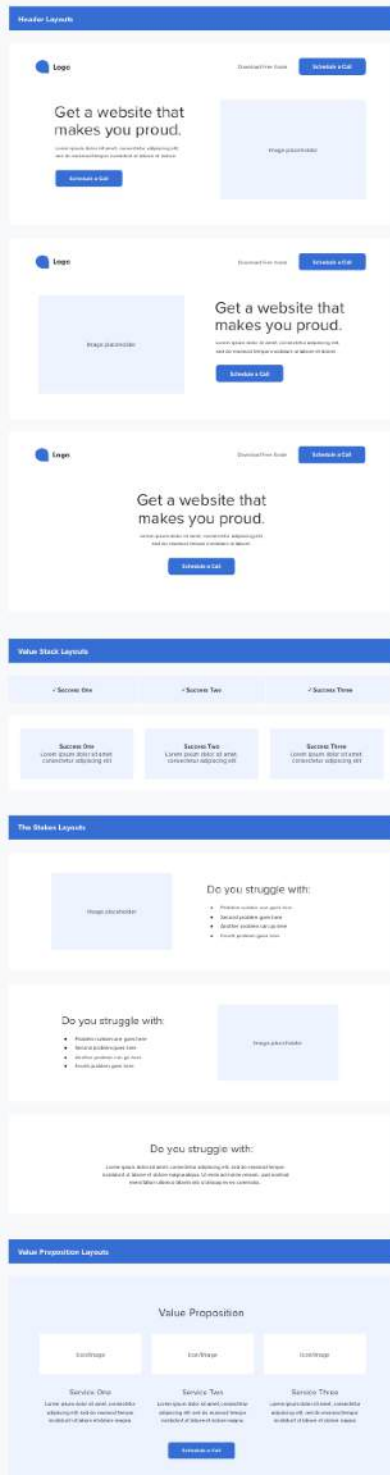
Story

The answer to these questions will provide all the material you need to create your website, email campaigns, sales presentations and even how you do business. **It will you give the material you need to fulfill points 1-4 of this guide.**

Every epic movie follows this proven script in some way. It's a story structure that captures the human brain and attention.

Answers to these questions are exactly what your customers are looking for. **If you provide answers to these questions, potential customers will recognize that you have something they need.**

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Website Framework

I use a specific **Story Brand Framework** for websites.

It includes all the **important words and buttons** that help convert about 30% more viewers into customers when compared to average websites.

We **first** create your Story Brand Script in a workshop with you, then we translate that into a website and effective landing pages.

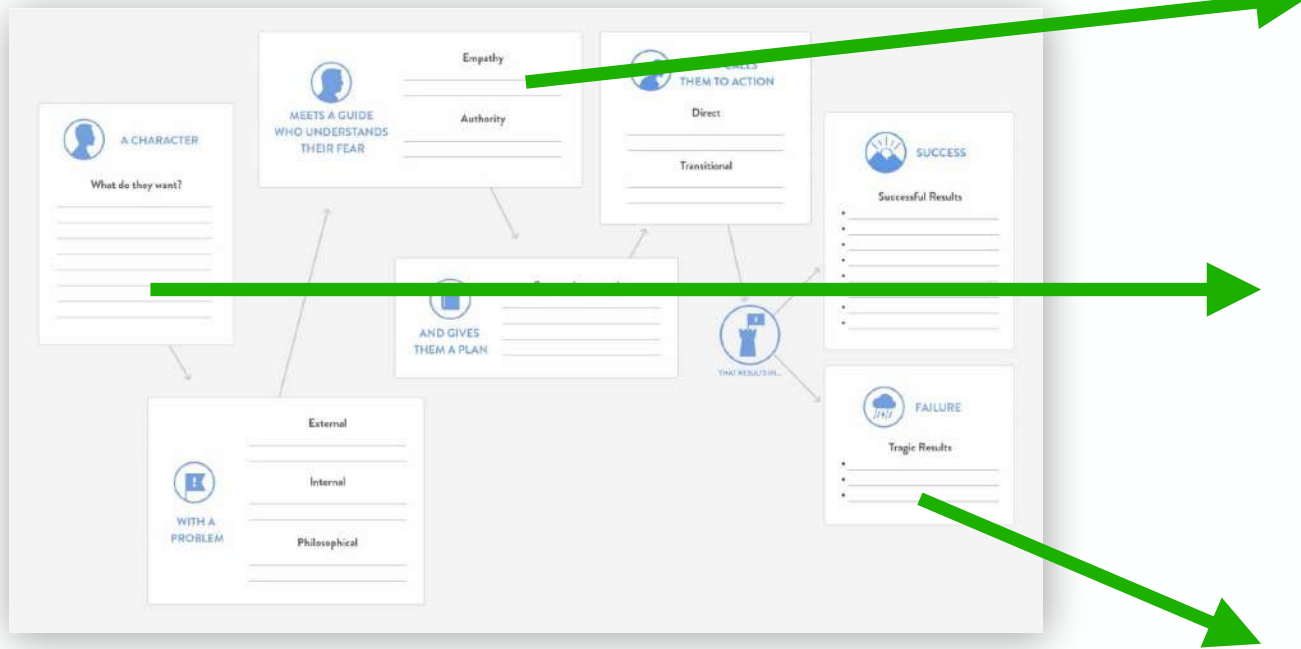We also create the Lead Generating Assets, Social Media Marketing, and more.

BEXOLUTIONS

From Story Brand Framework...

... To Website Framework
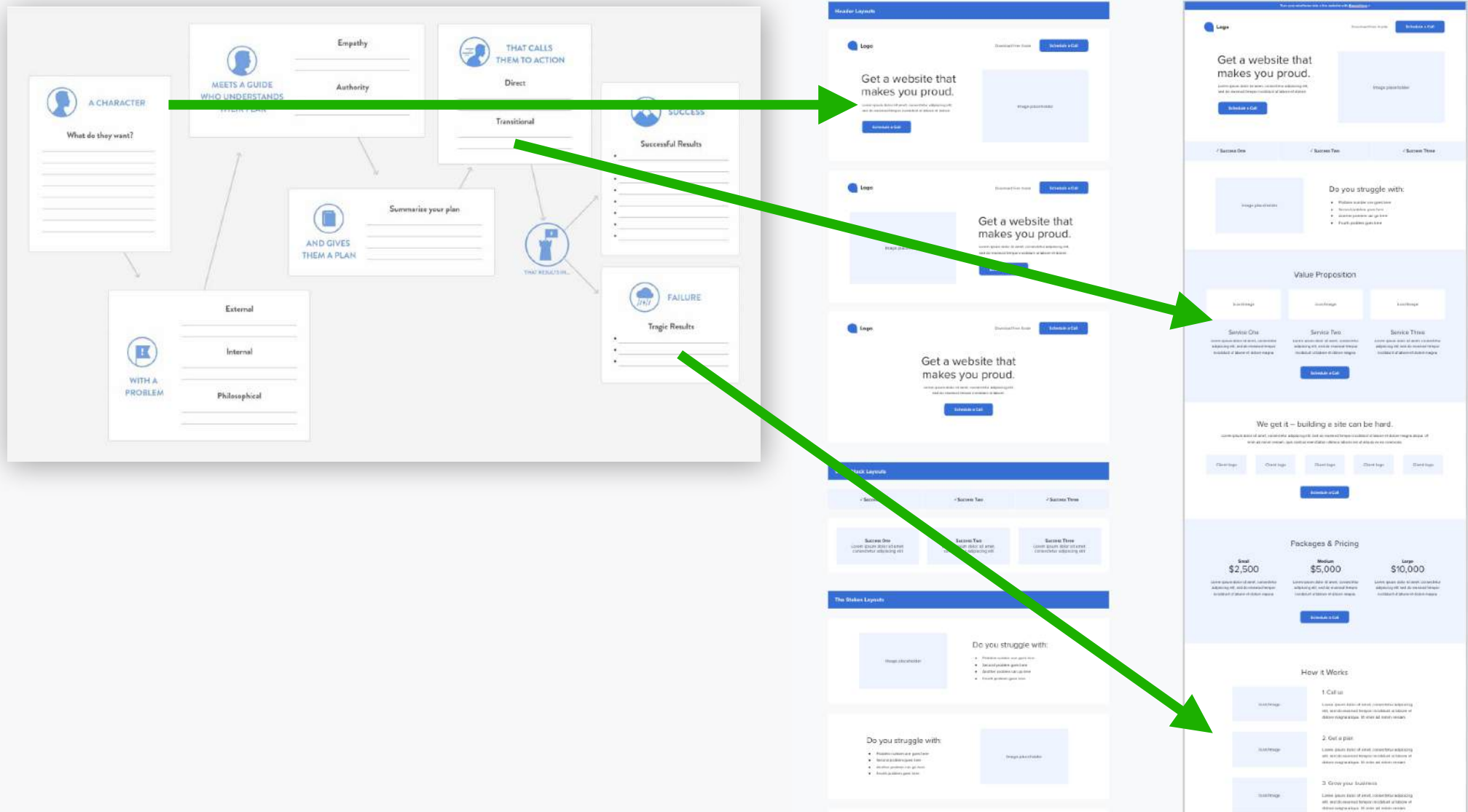
From
Story Brand
Framework...
... To Marketing

What they say about **Story Brand**

"Story Brand has revolutionized the way I think about my brand. My team and I are using the simple, seven-step framework in all of our marketing communications. It has enabled us to connect quickly—and powerfully—to my customers and prospects. This is the best marketing innovation I have seen in years. It is a game-changer!"

Michael Hyatt

New York Times Bestselling Author

*"Every single thing about Story Brand was game-changing. Exceptional. Outstanding. Above and beyond. Far over-delivered. After going through Story Brand, my revenue **quadrupled**."*

Whitney English

Creator of Day Designer

"Our business had grown fast and we needed a check-up on our branding strategy. The Story Brand process was IMMENSELY helpful to our team. We anticipate even more success as we implement the powerful 7-part framework."
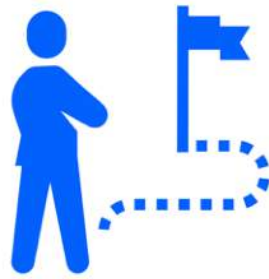
John Maxwell

Bestselling author and leadership expert

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Get <u>Story Brand</u> for Your Business

Get more customers

Convert browsers to buyers

Speak more clearly than the competition

Grow your business fast

Request more info

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Timur Zaripov
2 reviews

★★★★★ a day ago

I've known Peter for some years now and he has helped me each time with my marketing. At some point I needed lead automation system for my company and I was so stressed because everything has been very chaotic and unregulated so to speak. Peter stepped in and made all working so smooth and transparent. In few words I've got my lead generation machine where leads from my website would get into the CRM system and then to my messenger so that each time I could easily connect with them while keeping a full track of my business. I highly recommend Peter if you want to streamline your lead gen process and finally get rid of the headache of tracking that.

❤️ 1

Gustafson Marketing (Owner)
a day ago

Thanks Timur, it was fun setting up these Lead Generation Automations for you watching the clients just flow in!

Raphael Fässler
10 reviews

★★★★★ a day ago

Mindful, open, smart, and helpful. That's how I met Peter, and I recommend him to anyone who wants to grow consciously.

Joy Samuel Karban

★★★★★ 50 minutes ago

(Translated by Google) Working with Peter Gustafson has truly transformed my business.

He sees the important aspects of marketing that many others overlook – but these are precisely the things that make the biggest difference.

Thanks to him, my brand has grown significantly, and I'm now getting more of the right customers.

He explains everything clearly, takes the time to understand my business, and gives advice that really works.

If you want to grow yours, I highly recommend you talk to Peter first.

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