

# THE 6 CORE ELEMENTS YOU NEED TO TURN YOUR WEBSITE VISITORS INTO SALES AND GROW YOUR BUSINESS

Check your email for our FREE E-course

1	BUYER PERSONAS	<p>A Buyer Persona is a detailed picture of your ideal customer.</p> <p><b>You need to answer the question:</b> <i>"Who is my ideal customer and what are their pains?"</i></p>
2	ATTRACTING NEW VISITS	<p>Inbound is about being found when people start searching.</p> <p><b>You need to answer the question:</b> <i>"How will people find us online?"</i></p>
3	CONVERT VISITS TO LEADS	<p>Visits to your website aren't enough to bring success.</p> <p><b>To see results you need to answer the question:</b> <i>"How will we convert anonymous visitors into engaged leads?"</i></p>
4	AUTOMATED NURTURING	<p>When a new lead is added, they're not always ready to speak with someone yet.</p> <p><b>You need to ask yourself:</b> <i>"How can I use education to nurture them through the process?"</i></p>
5	CUSTOMER DELIGHT	<p>Your goal isn't a single sale.</p> <p><b>Instead, you want to increase customer lifetime value (CLV) by asking:</b> <i>"How can I delight our customers after purchasing so that they purchase again and tell their friends?"</i></p>
6	SCALING FOR GROWTH	<p>To establish a growth engine that continues to attract, convert, and close new business, <b>you need to ask the question:</b> <i>"How can I build a sustainable system that scales effectively over time?"</i></p>

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[offers.yokellocal.com/free-consultation](https://offers.yokellocal.com/free-consultation)  
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