

4 Unusual Conversion Hacks

That Increased Mindvalley's Sales
Across All Businesses

And How To Implement Them In Your Own Business
To Immediately Boost Your Sales, No Matter What
Products You Offer

40.27%



CONVERSION HACK #1:

THE OBJECTION-ANSWERING FAQ

40.27% boost in sales by adding six sentences to an order page

152.55%



CONVERSION HACK #2:

THE “MECHANISM LEADING” HEADLINE

152.55% boost in sales by moving 19 words higher up the page

21.09%



CONVERSION HACK #3:

THE OPT-IN COUNTDOWN TIMER

Boosted sales 21.09% by adding one number to our opt-in form

40.95%



CONVERSION HACK #4:

THE EARLY ORDER MENU

Boosted sales 40.95% without changing a word of the copy

Plus... the easiest online marketing strategy to **continually boost your sales** again and again and again...

Is it possible to dramatically increase your sales using tiny tweaks to your website that take just a few minutes to implement?

Yes—if you know what these “tiny tweaks” are.

They are usually incredibly hard to find, because **you’re lucky to find even one winner** after hiring multiple people full-time to perform hundreds of split-tests and spend months collecting data.

In our quest to uncover as many of these tweaks as possible, we spent over a year doing exactly that. We tested everything you can imagine:

- » Adding testimonials
- » Removing testimonials
- » Moving testimonials around
- » Changing colors of opt-in buttons
- » Changing colors of page backgrounds
- » Removing headlines from pages
- » Adding captions to images
- » And hundreds more...

The result?

Hundreds of failed tests that gave no statistically significant data.

But also...

Dozens of tiny tweaks that anyone in any business can implement to their websites in just minutes, that give surprisingly huge increases in sales.

In this guide, you'll learn **4 of the best tweaks** we discovered that take just a few minutes to implement in your marketing funnels right now.

For each of these 4 tweaks, you'll see:

- » The **one simple tweak** we made on a page
- » The **increase in sales** directly attributable to that one tweak
- » The **psychology** behind why it worked
- » Specific **step-by-step instructions to implement it** directly to your own business to boost your sales

Let's get started!

CONVERSION HACK #1:

THE OBJECTION-ANSWERING FAQ

Six sentences on an order page that boosted our sales by 40.27%

What are the most Frequently Asked Questions about Silva Life System?

Q: Who would benefit from using Silva Life System?

A: Everyone! Let me explain – The Silva Life System is a personal empowerment program designed to unleash the power of your mind, which will in turn benefit all areas of your life. You'll do better in your career, increase your wealth-making abilities, beat stress, improve your health and relationships, and even find your life purpose.

The best part is, ANYONE can do this. You don't need to be a Silva student, and you don't need any meditation experience – all you need to do to join the millions of people who have already benefited from this program is determination, patience and belief in yourself.

Q: How is the Silva Life System better than any other self empowerment course?

A: The Silva Life System is the culmination of over 5 decades and millions of dollars of research.

It is designed to help you function consciously at the Alpha level of mind. The benefits of being in this state include enhanced creativity, intuition, relaxation and healing.

No other self empowerment program has the level of scientific and empirical backing that we do – and you won't find our thoroughly researched and perfected techniques and exercises anywhere else.

Q: I have tried other similar programs with similar promises, but I have not experienced the results I expected. Why would the Silva Life System be any different?

A: Few programs have the scientific backing and social proof of the Silva Life System. There is no way I would risk our credibility by offering you a program that doesn't work as I say it does. On top of that, you've got an unconditional guarantee to give you unbeatable peace of mind.

On one of our product pages, we added a FAQ section after the order button, that answered **3 basic questions about our product**.

The result?

40.27% boost in sales!

Why did adding this FAQ cause such a dramatic increase in sales?

Because people have **questions and last-minute objections in their mind before making a commitment** to buy your product online. Unless you answer them, their question will be the reason they do not buy your product!

For example, if a woman is interested in your product about becoming more fit in 90 days, but they are wondering if the program is only for men, then she will hesitate and put off buying your product until later, which almost always becomes never.

Instead, what if you **clearly and specifically** laid out the most common questions and last-minute objections that stop your prospects from buying?

To use this in your own business, create a list of the **top 5 most commonly asked questions** you receive from your customer support center. If you do not currently have this handy, then start your FAQ with these 6 questions that stop most people from buying any product online:

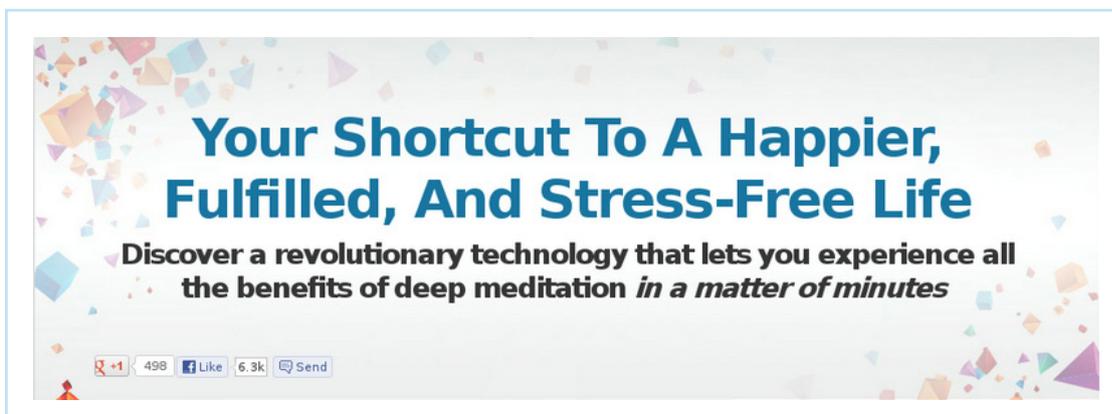
- 1 What exactly is inside your program?
- 2 What results can I expect from your program?
- 3 Why is this program better than other programs?
- 4 How do I know this program will work for me?
- 5 Will this program work for males/females? Am I too young/old to use this program?
- 6 How do I know it's safe to order from your website?

CONVERSION HACK #2:

THE “MECHANISM LEADING” HEADLINE

The new 19-word headline that boosted sales
by 152.55%

On the homepage of OmHarmonics, we tested using the
subheadline as the headline, while keeping the copy identical.



(Above: Old headline; Below: New headline)

This simple shift boosted sales by a surprising **152.55%!**

How could simply using the subheadline as the headline cause an unusually high jump in sales?

Because with this headline, the prospect is in a completely **different frame of mind**—one that is more closely aligned with purchasing the end product we offer.

OmHarmonics is a product that uses binaural beats technology to help people reach deep levels of meditation faster than traditional methods.

According to Eugene Schwartz, this means that this is a **level 3 market sophistication** for people who meditate. In other words, this is a product that should be aimed for **people who are aware of the benefits of meditation, and are looking for new ways** to meditate that are better than what they do now.

Because we are writing for a level 3 market, we need to lead our copy with the mechanism of the benefit, rather than the benefit itself.

Notice that in the first headline, we did the reverse: we led with the benefit of happiness, fulfillment, and stress relief, then explained the mechanism to achieve that benefit.

In this new headline, because we were aware that our prospects already seek the benefits we mentioned, we didn't need to restate them. Instead, it was more effective to lead with the unique offer that would help them achieve these stated benefits.

Notice how the old subheadline is the new headline, and the new subheadline delivers more detail about the mechanism: specifically, how the prospect can experience this new meditation technology.

To replicate this in your business, look at any one of your opt-in pages and make sure that the copy is written in a way that **best targets the sophistication of your market.**

Here is a brief outline of the 5 possible stages of market sophistication, and what your copy should read in each case:

- **SOPHISTICATION LEVEL 1**

They are **unaware of anything close to your product** because it is a radically new invention, then simply lead with the **declaration that your product exists.**

(e.g. *“The World’s First Flying Car”*)

- **SOPHISTICATION LEVEL 2**

They are **aware of several of your competitor’s products**, then emphasize the **most powerful benefits of your product.**

(e.g. *“The Fastest Flying Car Ever Created”*)

- **SOPHISTICATION LEVEL 3**

They’ve **seen many competitor products**, then **emphasize the mechanism that makes your product unique** from the others.

(e.g. *“The New Bioelectric Engine That Makes X The Best Flying Car In The World”*)

- **SOPHISTICATION LEVEL 4**

They've **seen several competitor products that use your same mechanism**, then **emphasize the most powerful benefits of your mechanism**.

(e.g. "The Longest-Lasting Bioelectric Engine Any Flying Car Can Run On")

- **SOPHISTICATION LEVEL 5**

They're **jaded of advertising** and are **familiar with all of your competitors' claims**, then **emphasize identification with your prospect**.

(e.g. "The Only Flying Car Exclusively Driven By The World's Most Influential Business Leaders")

Find the appropriate sophistication of your market now, and emphasize different sections of the copy to best capture their interest and desire in your product.

CONVERSION HACK #3:

THE OPT-IN COUNTDOWN TIMER

The one number we added to our webinar opt-in form that boosted sales by 21.09%



The screenshot shows a registration form for a "JOIN THE NEW GROUP MEDITATION EVENT". On the left is a photo of a smiling woman with blonde hair. To the right of the photo, the text reads: "Enter your name & email address to take part in the Love or Above Online Training and be amongst the first to experience a NEW guided meditation from Christie. NO CREDIT CARD REQUIRED". Below this is a "Login with Facebook here" link and a "Register with Facebook" button. On the right side of the form, there are two input fields: "Enter Your First Name:" and "Your Email Address:". Below these fields is a yellow "REGISTER HERE" button and a red "2:52" countdown timer. At the bottom right, there is a small text: "We ♥ your privacy | Time is running out."

We tested adding a countdown timer on one of our webinar opt-in forms. Most opt-in forms follow the same format: field for first name, field for email, and call-to-action button.

What would happen if we added a **countdown timer for how much time you have left until you sign up?**

We added a simple timer next to the call-to-action button. In hindsight, we realized this timer may have confused people as an actual button, but it still had a surprising result: **it boosted sales by 21.09%!**

This tweak worked because it added a psychological trigger that is missing from most online marketing: **urgency.**

Even if you present a compelling offer that solves a deep pain for your prospect, a big group of your prospects will stay “on the fence” and not buy from you, because they’ll put off the buying decision until later today, tomorrow, next week... until they completely forget about it.

On the other hand, when your prospect sees a countdown timer, they know that **this is an offer they will miss out on if they don't take action before the timer ends**. So their decision no longer is “when should I act on this?” but it becomes “is this a good offer or not? Let me decide right now!”

One important caveat is that urgency will **only improve conversions on an offer that is already compelling**. If you offer something completely irrelevant to your prospect, adding a countdown timer will only clutter the page. It only becomes effective when it **short-circuits procrastination** and immediately forces the prospect to decide if they want the offer now or never.

CONVERSION HACK #4:

THE EARLY ORDER MENU

The simple edit that boosted sales by 40.95%
without changing a word of copy

The screenshot shows the OmHarmonics website interface. At the top, the logo 'OMHARMONICS by mindvalley' is visible, along with navigation links for HOME, ABOUT, REVIEWS, PRODUCTS, BLOG, and AUDIO. A dark blue banner reads 'Congratulations! You're about to be one of the first people in the world to experience...'. Below this, the main heading is 'OmHarmonics Meditation Technology' with a sub-headline: 'Your FREE audio will play during this important video training session. Watch the whole video for best results'. A video player shows a person meditating at sunset with the text 'sense of self-awareness'. To the right of the video are social media sharing buttons for Twitter, YouTube, Facebook, and a 'Submit' button. Below the video are three product cards:

Silver	Gold	Best Value Platinum
OmLife Digital Download Only	OmLife Physical Collection	OmLife Digital + Physical Collection
Download the entire digital program and get instant access.	Get the entire program shipped to you anywhere in the world.	The entire program shipped PLUS instant access to the online course.
\$149 \$99	\$299 \$199	\$299 \$199
Add to Cart	Add to Cart	Add to Cart
Add to Cart	Add to Cart	Add to Cart
VISA, MasterCard, American Express, Discover, PayPal	VISA, MasterCard, American Express, Discover, PayPal	VISA, MasterCard, American Express, Discover, PayPal

Is it possible for a sales-boosting tweak to be so simple that it doesn't require a single word of the copy to change?

Yes—we've made one such change that increased sales by 40.95%!

We stumbled across this tweak when we looked at analytics data of our sales videos. We noticed that, as with nearly any video online, the **number of people who watch the video drop with every minute** into the video.

One of our videos had a tiny portion of our online prospects staying on long enough to even see our offer, which appeared 22 minutes into the video. So we tested **showing the offer at just 3 minutes into the video**, when a higher number of prospects were watching the video.

Would it increase sales? Decrease sales? Have no effect?

The result surprised us: **it bumped up sales by 40.95%!**

The reason we got higher sales has less to do with psychology than with the reality of online prospects: most people who start watching your videos will not finish watching them, because it's hard to captivate their attention long enough to listen all the way through.

So presenting your offer earlier will enlarge the pool of prospects who are aware of the offer you are presenting.

To apply this to your business, find any page where you use a video to promote your product, and simply **decrease the time people must wait to see your offer**.

The easiest online marketing strategy to continually boost your sales again and again and again...

How can you stay up-to-date with the most cutting-edge marketing strategies and innovations like the four tweaks you saw here?

The marketing teams at Mindvalley have invested years of testing, data-crunching and brainstorming to uncover these innovations. Mindvalley tested hundreds of ideas in nearly every area of business you can imagine. And through these years, we've developed a deep understanding of...

- » How to **structure your marketing** so your products become bestsellers and blockbusters
- » Creating **world-class work culture**
- » Building **efficient business processes** to execute your ideas
- » **Team building**
- » **Hiring the best talent** around the world
- » **Boosting product launch revenue**
- » Writing **high-converting sales letters...** and more.

Until now, all these strategies were Mindvalley's secret sauce for creating super-high converting websites.

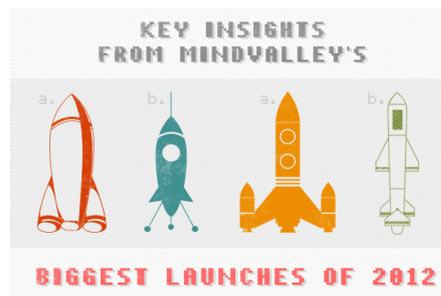
But for the first time, Mindvalley is making these high-level strategies available to the public, in a program called [Mindvalley Insiders](#).

Mindvalley Insiders was formerly only accessible through membership to Zentrepreneur, Mindvalley's exclusive business and marketing mastermind.

If you enroll today, you will gain instant access to these 5 powerful training videos:

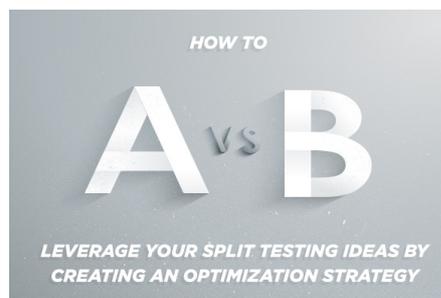
1 **Key Insights from Mindvalley's Biggest Launches of 2012**

Vishen shares **10 ideas that we tested and validated** in our Q4 2012 launches that helped us generate better results. You'll learn about retargeting, ZMOT, front page design, branding for SEO, using Facebook for launches and much much more. This is a rapid fire, intense video—but easy enough to understand and implement.



2 **How to Leverage your Split Testing Ideas by Creating an Optimization Strategy**

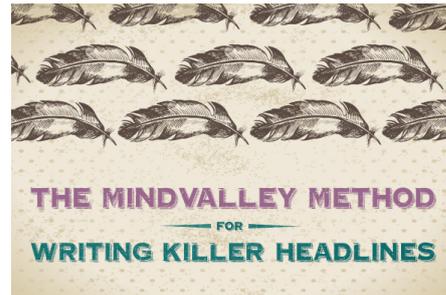
Mindvalley CEO and Founder, Vishen Lakhiani, and head of optimization, Roland Mirabueno, teach you how to organize innovations and build an effective strategy to **optimize web pages** that will double your business.



3 The Mindvalley Method for Writing Killer Headlines

Your headline is the SINGLE most important element of your sales or signup page. Vishen breaks down the Mindvalley process for **coming up with headlines, fine-tuning them and implementing them into your copy.**

This process will not just help you develop far better performing headlines—it will also allow you to craft highly responsive headlines in HALF the usual time.



4 The Process (not art) of Writing Long Copy Sales Letters

In this video, Vishen reveals the strategy behind Mindvalley's most successful launches—**the process (NOT the art) of writing a sales page copy.**

From understanding your prospects using the 5 stages of awareness to identifying the right genre for your copy, he shares our exclusive checklist as inspired by the world's industry's greatest copywriters such as Dan Kennedy, Perry Belcher, Joe Sugarman, Ryan Deiss and Frank Kern.



5 The Culture Guide for Building A Profitable Virtual Company

Discover how CEO and co-founder of Mindvalley Hispano, Juan Martitegui grew Mindvalley's latin sector into a profitable virtual company in just under two years, with \$2 million in annual revenue.

In this private mastermind presentation, he shares his 4-part technique—from **cutting management time** from 15 hours a week to just 3-4 hours to how he **typifies and sets the rhythm for his virtual meetings** with his team and some creative ways he bonds and engages his virtual team of 13.





Mindvalley Insiders is updated every quarter with our most powerful and cutting-edge breakthroughs that you can plug in immediately to your business to boost your revenue.

[Click here to learn more about Mindvalley Insiders](#)