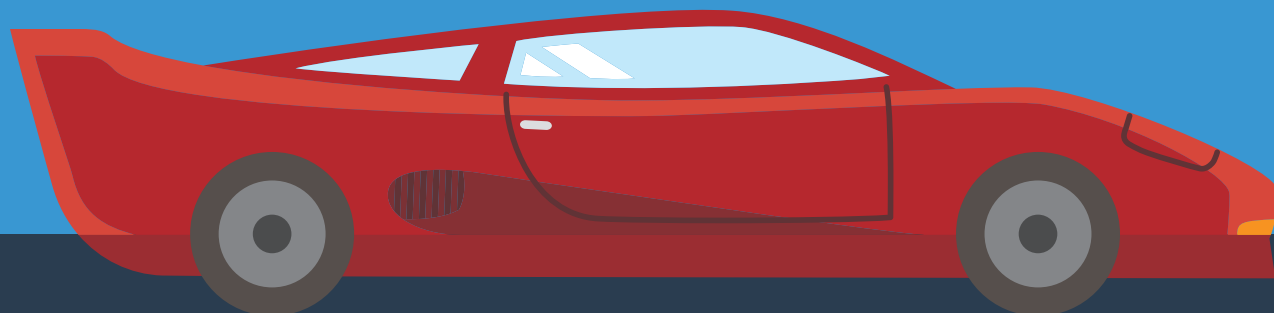
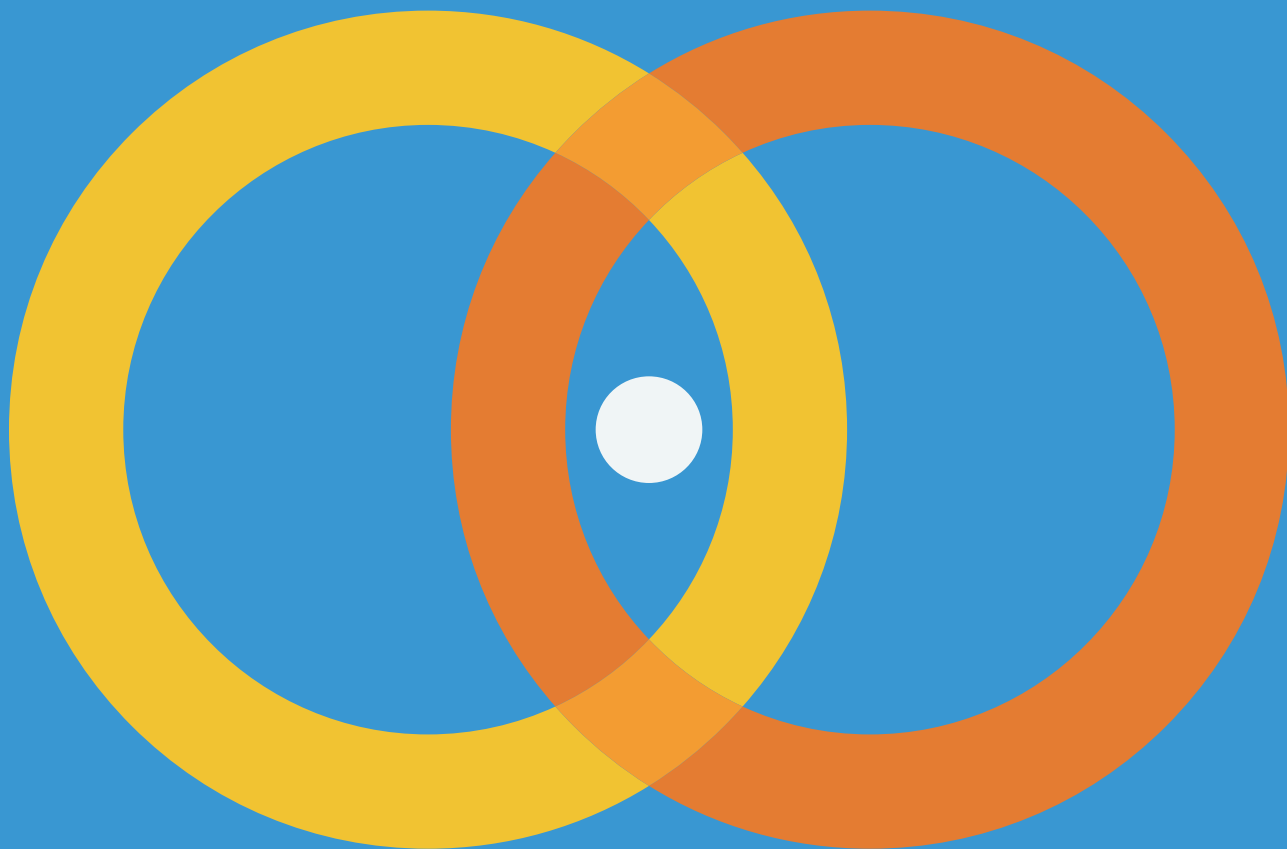


How to Define the
IDEAL CONVERSION POINT

From Benji Rabhan's New Book, "*Convert Every Click*"



How to Define the Ideal Conversion Point (ICP)

With the right offer associated with your forms, you will have higher conversions and you will be able to ask for more information than just their name and e-mail. For example, if I offered a \$100,000 sports car with no strings attached (assuming visitors believed it was a legitimate offer), how much personal information do you think they would be willing to give me in exchange? They'd probably tell me anything I wanted to know, right?

Now, it's not really practical to give away an expensive item like that in real life, right? But a more reasonable offer is usually something that doesn't cost you much (or anything) but is still tangible and valuable to the visitor. E-books, free reports, videos, and tutorials are all popular options. Defining the ICP helps you figure out what the topic of the offer should be.

There are two important pieces to the ICP: the visitors' true desire (what they *really* want from you) and your true desire (what you *really* want from them). The actual ICP is the point where both parties get what they truly desire. These are never going to be the same desire because you want something totally different from what they want; you are on opposite sides of the information exchange. The ICP is a hypothetical place, almost impossible to reach, but you want to get as close to it as possible. Fortunately, there is some overlap where you're both close enough to your true desires that a conversion happens, and there's an exchange of information. This conversion area is marked by the darker shaded area in the diagram below. The closer you get to the center of the overlap, the closer you are to the ICP, and the more information you can request without majorly affecting conversion rates.

Defining the Ideal Conversion Point

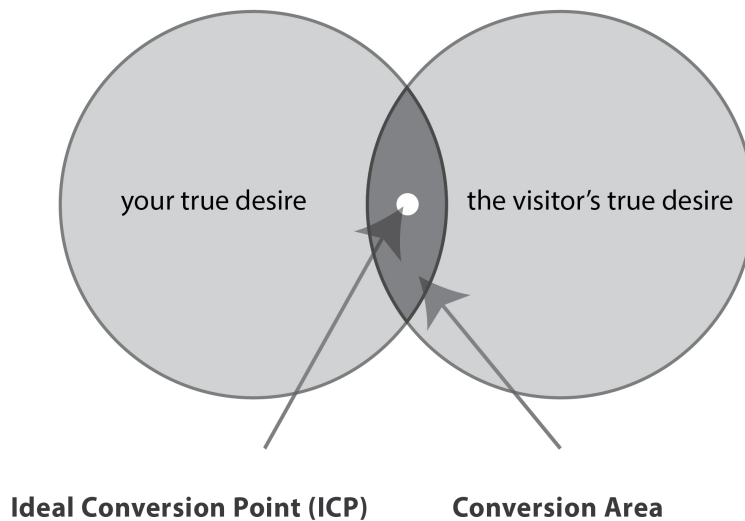


Figure 3.4 The Ideal Conversion Point is the theoretical point at which the ideal conversion exchange is made. Once you've defined the Ideal Conversion Point, you can begin to design a conversion path that gets as close as possible to that point.

How do you identify the exact ICP? It's all about true desire; that's the key. Start by asking yourself the following questions:

- What do you desire from visitors?
- What do visitors desire from you?
- How can you give them what they desire?

Let's say you run a pet supply company and you offer cat toys as one of your product lines. Let's also say you drive traffic to your website with advertising on Google. People searching for *cat toys* online see your ad on Google and click it to get to your website.

When visitors click through, what do they see? Maybe they see your home page, possibly a shopping catalog, or maybe a category page about cats. If you decide the goal is simply to capture their information before trying to make the sale, you may decide to make a separate page with nothing on it but an offer and the opt-in web form. (These are called landing pages.) What offer will they see? I've often encountered landing pages that have an offer that says something such as, "Sign up for more information." But that's not really a tangible offer, and it's not very enticing. Let's define this ICP together to figure out what else they could offer on this landing page.

What Should You Offer Them? What do visitors desire when they click on an ad for a cat toy? Think about that for a second. If they're searching for the keywords *cat toy*, what do they really desire?

Well, a cat toy, right?

So, if we offered them a cat toy for free on the landing page, they would convert, right?

That's the answer I get most often when I ask people this question, but that's not really the *true* desire.

Let's dig a little deeper. What do visitors *truly desire*? Do they truly desire a cat toy, or is that just what they're looking for?

To find out their true desire, you have to ask another question. *Why* do they want a cat toy? Or more specifically, why did they search for *cat toy* on Google?

Most likely it's to make their cat happy, right? (Or someone else's cat, in the case of gift buying, but let's keep this simple for now.) The toy is just the means to get there. Is that the true desire—making their cat happy? We're getting there, but we're not there yet. Keep digging. Why do the visitors want their cat to be happy?

What visitors truly desire is to make *themselves* happy by seeing that their cat is happy and well cared for. There. We made it. That's the true desire. Visitors want to feel good by making their cat happy.

Can you give them that? Maybe, maybe not. Remember, I said the ICP is a place that's almost impossible, and not feasible, to reach in reality. But knowing the visitor's true desire is your first step in designing a truly enticing offer. The closer you can get to it, the more conversions you'll have and the more questions you can ask.

Let's leave that for now, and look at what you, the business owner, truly desire from the visitors. At the end of the day, you want them to buy something. Before we get there, though, you desire that they get through this one microconversion of giving you their information. So, what do you want at *this* point on this landing page? You want as much information from them as possible, right? In an ideal world, you'd want to know *everything* about them.

People often ask me how I get so many conversions while asking for so much information on my web forms. After all, conversion rate best practices generally say you should ask for as little information as possible on the form. This makes sense for getting conversions at this point, but having that extra bit of information can mean huge boosts in the conversion rates farther down the funnel. It's worth taking some time to figure out the most enticing offer so that you can capture more information.

The closer you get to the visitors' true desires in what you're offering, the more information they will give you through the web form.

So, if you could give away the coolest cat toy ever, a \$40 value, guaranteed to make the cat happy, with free shipping, and no catch or strings attached—that's pretty close to their true desire. How many fields do you think your visitors will fill out in exchange for

that? I can tell you from experience that it's almost unlimited. In return for that much value, they're going to give you just about anything you want to ask for in that web form. They might even give you their Social Security number if you ask for it.

Now, giving away that much may not be a practical expense for you. But that's okay because you don't really need their Social Security number or anything even close to that much personal information. You're aiming for someplace *near* the ICP, someplace in the overlap conversion area of Figure 3.4. What can you give people that's close enough to their true desire (the feeling of happiness they get from seeing their cat happy) for them to give you more information than just their name and e-mail?

We know from our analysis that they want a cat toy to make themselves happy as they watch their cat being happy. It's probably not feasible in terms of cost vs. benefit to give everyone who comes to the page a free toy, but you do want to give away something that comes close to what his or her true desire is, preferably something that's free (or close to free) and easy for you to deliver. A popular option is free information. But as I mentioned before, "Fill out this form for more information" is often just not enticing enough to yield high conversions.

Let's say you want to offer a free report. What would that report be about? I can tell you from experience that a good title might be something like *The 7 Coolest Cat Toys of All Time—Guaranteed to Put a Smile on Your Cat's Face*. That's pretty close. Just reading the title, visitors can picture their cat happily playing with one of the toys. This, in turn, puts a smile on their faces. Bingo! Happy cat. Happy visitors. It also covers what they're looking for when they click that ad on Google—buying a cat toy. You're giving them information about what they're looking for, as well as what they truly desire.

When you get that close to their true desire, they will gladly tell

you things such as their first name, last name, e-mail address, phone number, how many cats they have, how often they buy cat toys, and maybe even a few other interesting things, such as whether they also have dogs. (Remember, you run a pet supply company, not just a cat toy company. Knowing whether they have dogs can help you sell dog- related items down the road.) Now you're thinking with a customer- centric mind-set, and from a holistic perspective.

How to Use *The Get Principle* When Designing Your Offers

Once you have a good information capture offer figured out, you still have to present it to visitors in an appealing way to get the conversion. You'd be surprised how many people have really valuable information in their offer but still say, "Sign up for more information" in the headline or description. Signing up for more information is often outside or floating on the borderline of the conversion area overlap on the ICP diagram. Signing up is what *you* truly desire from them, but more information is not what *they* truly desire from you. They won't usually find the idea of "more information" enticing enough to make the exchange. Every offer is a sales pitch, even the free ones, so pay special attention to the words you use in the headlines where you're pitching your offers.

People often ask me how to present their offer on the page. It can be challenging to create an enticing headline that shows the true value, so I created *The Get principle* to make it easy. When you're not sure what to say, start with the word *get* in your headline, and then add on what the offer is. When you start this way, you'll be headed in the right direction. You'll probably want to refine the headline a little, but it's a great start. Here are a couple of examples:

- *Get* a coupon for 50 % off our best-selling cat toys.
- *Get* our free guide: *Seven Coolest Cat Toys*.

With the word “get”, you’re using active language from a customer-centric perspective. It’s why they’re coming to the website in the first place—to *get* something. You don’t have to spend hours working out the perfect headline. ***Visitors just want to get something; just give them what they want, and tell them what they’re going to get.*** You don’t have to use the word *get* literally, but it’s a great way to start brainstorming from a customer-centric perspective.

The ICP concept is one secret to my success with increasing conversion rates using information capture.