



John Dwyer's 5-Step Direct Response Formula

1. Identify your most profitable customer, then look for more people who look like him/her.

It's not enough to say that your target audience is women. Narrow in on the most profitable component of your audience, i.e., women between 35 and 60 who have a household income of \$150,000, drive a BMW, have two to three kids, etc. Then with targeting tools such as Facebook's lookalike audiences, you can find more such individuals to put your ads in front of.

2. Create a wow factor, or as John Dwyer would put it, a Happy Meal toy to take people's eyes off the price.

It could be a free holiday for customers swapping home loans. It could be the chance to win a quarter of a million dollars. It must be something that people will buy your product for, just to get that prize.

3. Adopt a problem solution formula in your advertising.

Take a cue from weight loss companies, who show the before and after of their product. When taking testimonies from your satisfied customers, aim for a before and after story. Get them to tell what their life was like without your product and what it is now that they've used it.

4. Fix your awful website.

Turn your site from an information portal into a 24/7 direct sales tool. This doesn't just mean having a pretty site. There are direct response components that you have to have on your homepage, like a problem solution headline, a free report to capture data, video testimonials, three big benefits, etc. It's actually a good idea to engage a marketing expert who can brief your web designer on what will convert.

5. Build repetitive trade.

The only way you can do this is by gathering customer data. Ninety percent of businesses fail to do this either online or offline. Most business owners have no idea who buys their goods or enters their establishments. You want to encourage repeat purchase by building a relationship, and to do that you need your customer's details.

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