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The intersection of Excellence and Quality since 1989

Jimmy Smith LLC has been skillfully helping customers combine their dreams with reality for nearly 30 years. Founded by Jimmy Smith in 1989, he always knew that he had what it took to become the best custom home builder around. Customers are lucky to work with Jimmy because he has always been the highest quality in the Pacific NW. A true American success story, Jimmy has always doubled down on his craftsmanship, he is the best period. Many others promise the world at their fingertips, but Jimmy knows that the bitterness of poor quality remains long after the sweetness of low price is forgotten. If there is one thing that Jimmy believes in it is quality and he is living proof that the best homes have always been built on the American Dream. So there is one question left: Are you worthy to work with Jimmy?

3 REASONS YOUR WEBSITE IS LEAKING MONEY

BY TIM REED

INTRODUCTION

Most companies in our industry have a website that is losing them money every month—*and the worst part is that they don't even know it!* This happens because they are making three critical mistakes:

- **Their website confuses customers** (*with insider language and technical jargon*)
- **Their website doesn't capture leads** (*when it should be generating hundreds of them*)
- **Their website wastes their advertising dollars** (*because money is being spent to send customers to a site that doesn't engage them*)

The truth is that your website is the most important piece of marketing you can invest in and it should be a sales funnel that makes you money.

If you're sick of having a website that doesn't engage customers and convert hundreds of leads for your business, then you need to understand these three things your website is doing to leak money. Here's why: once you understand them you'll be able to look at your own website with new eyes and make the needed changes. I've seen businesses that have increased the amount of leads they generate by **tenfold** simply by doing this—*and the result is that they spend significantly less on advertising now!*

You can take control of your business and grow more than ever if you understand these three principles.

#1

MOST WEBSITES CONFUSE CUSTOMERS

Let's face it, the products that we sell are specialized, technical, and completely foreign to our customers (*since most people only buy a fireplace every 20 years*). When a customer starts doing research to purchase a fireplace, they have no frame of reference to work with—it's not like buying a car or a dishwasher where they understand some of the major brands or have a rough idea on price ranges before getting started.

Imagine that you are trying to help someone find the perfect car to buy, but they don't know the difference between an *SUV, sedan, or a pick up truck*. If a customer doesn't know the difference between those categories, then using those words isn't going to help them out—*but that's exactly how the home page of many hearth companies' websites are laid out*.

Most of our websites are full of insider language and technical jargon that makes sense to us, but confuses the customer (so they hit the "back" button to look elsewhere). This is especially true on the home page since it's the first impression that your customer has with your business—and you should think about it like a first date.

Does your website use insider language like this on the homepage?

- BTU's
- Zero-Clearance
- Direct-Vent Technology
- Fireplace Insert
- IPI System
- Gas Logs

Using this language on your homepage is like going on a first date with someone, but only talking to them in acronyms. Not only are they going to miss out on most of what you say, but they are going to quietly excuse themselves to the restroom and never come back to the table.

If you eliminate insider language from your homepage and replace it with simple words that explain the problems you can solve, you'll see a huge difference in customer engagement. This is the first step towards building a website that connects with customers and compels them to buy from you.

#2

MOST WEBSITES DON'T CAPTURE LEADS

As you read the title of this section you might be tempted to skip it because you think you have this one covered, but I assure you that this is worth hearing out. Most businesses think they are capturing leads by having a “contact us” button in a dusty corner of their website when the truth is that they are hemorrhaging leads left and right.

The reason is simple: No customer wants to “contact us”.

Customers are only coming to your website because they have a problem and the truth is that they want you to be able to solve it. In fact, if customers feel like you understand their pain and are competent to solve their problem, they will gladly give you their email address or phone number to be contacted.

Most websites don't have a *system* to generate leads and as a result they only get them sporadically.

Your website should have a lead generating system that does three things:

1. Engages customers by showing that you understand their problem and are competent to solve it.
2. Clearly shows the customer what the next step is and directs them to take it.
3. Captures a name and email address/phone number to be promptly contacted by a professional who can help them.

If you don't have a lead generator that is doing these three things, then your website is leaking money. The beauty is that with a few simple changes you can create this framework to generate leads that convert into sales—it just takes a little bit of work.

Here are some ideas on how to build it:

- **Create a piece of content that's valuable to your customers and then give it away to them in exchange for a first name and an email address** (*this could be an article or video titled, “4 Amazing Designs for Your Next Remodel”, a coupon, or something similar that is compelling and valuable to your customer*)
- **Use clear “calls to action” on your website that guide a customer to the next step** (*for example, “Book an appointment”, “Schedule a consultation” or, “Buy now”*)
- **Work with a company who can build this for you if you don't think you can do it yourself** (*I've got a great recommendation [right here](#)*)

Creating a lead generator like this might cost you a little bit of time and money, but it's worth investing in. Imagine what you could do if you were generating hundreds of leads each month from your website.

#3

MOST WEBSITES ARE WASTING ADVERTISING DOLLARS

When you think about it, the average business in our industry spends hundreds of thousands of dollars in advertising each year and I'll bet you can guess where the place is that all of that advertising sends customers (*hint, it's not your physical location*). It's your website. This means that if your website isn't engaging customers and converting them into leads then you are paying hundreds of thousands of dollars to send fish into a net that has a giant hole in it.

An effective website will work with your advertising to generate hundreds of leads for your business.

Most businesses complain about the rising costs of advertising (let's face it, television, print and radio are getting really expensive). What they miss is that often they have a *retention* problem and not an *advertising* problem.

Your website should be doing three things to retain the customers that visit it:

1. Speak to them in simple terms to show that you understand their pain and are competent to solve their problem.
2. Show them the steps of what to do next with clear "calls to action."
3. Capture their information in a lead funnel to take them off the market.

Companies that do this with their website save thousands in advertising costs each year (and make hundreds of thousands in leads that they would have never gotten otherwise). I've seen companies that are able to *cut back advertising costs by over 30%* because they have an effective website.

Think about the average costs that hearth businesses incur in advertising every year:

- **Television campaigns** - \$125,000
- **Radio ads** - \$75,000
- **Google Pay-Per-Click** - \$50,000
- **Local Print** - \$15,000

If your website was able to save you 30% of that advertising cost (*because if was working for you and not against you*), you would have an extra \$79,500 at the end of the year. What could you do with an extra \$79,500 on the bottom line next year?

You can grow your bottom line and save advertising costs by patching the hole that's in your net. Believe me, you'll catch more fish than you ever thought possible.

CONCLUSION

Most hearth companies have a website that is leaking money, but yours doesn't have to. Understanding these three common mistakes will help you see your website with new eyes and from there you can go to work making the changes you need for it to engage customers and compel them to buy.

Remember, at the end of the day, your website needs to do three things:

1. Speak to them in simple terms to show that you understand their pain and are competent to solve their problem.
2. Show them the steps of what to do next with clear "calls to action".
3. Capture their information in a lead funnel to take them off the market.

If your website isn't doing *all three of these things*, then it's leaking money that you've worked too hard for just to throw it away. This might seem like a lot, but you can make these changes and turn your website around. **It's up to you on how to handle it:** Do it yourself if you have the time, or find someone who can help you.

If you're sick of the money that your website is losing your business, but don't feel comfortable to make these changes yourself—*I would love to help you!* You can email me at tim@itsfiretime.com and we can get started.

You can take control of your business, spend less on advertising than all of your competition, and grow like crazy all because of your website. I can't wait to see how this helps you drive leads and close more sales than ever.

ABOUT

Tim Reed is the Retail Sales Leader at Fireside Home Solutions in the Pacific Northwest where he helps his team members make it so stupidly easy to buy from them that there is no excuse not to. Starting as an individual salesperson in an empty warehouse, he has grown Fireside's Retail division by millions (*after cutting his marketing budget by 90%*). Tim has been invited all over the country to teach companies how to market effectively to their customers and sell more than ever before. His YouTube videos, sales blog, and "Fire Time Podcast" have become a resource for the industry and are actively helping thousands of people rethink their paradigms so that they can grow their businesses in the changing landscape.

Tim learned "just enough to be dangerous" about sales, marketing, web development, and leadership from years of playing guitar in a failing punk band—*which he swears has uniquely qualified him for his job today*. Now considered to be one of the most innovative minds and compelling communicators in the industry, Tim uses his platform to serve others, helping them create clear messages that are wildly compelling to their audiences.

Tim lives in Portland, Oregon with his wife, Jessica, two children, Olivia and Luke, and his 90 pound Golden Retriever, Walter.

He still plays guitar in a failing punk band.

Connect with Tim:

tim@itsfiretime.com
www.itsfiretime.com

