

Dear Business Owner,

I feel the pain.

Engaging with a marketing service not only is extremely confusing but also **incredibly risky**.

To put it in context, it is similar to buying an airline ticket without knowing where the destination is, or worse, **not knowing whether the plane will even reach its destination**.

We all know it.

While some might reach the other side and become promising case studies, some might disappear in the middle of the ocean with their ticket fully paid. This is why I believe the industry desperately needs a change and I believe **you and I will both benefit from it**.

Marketing is not rocket science, but it's exactly why **no one can guarantee a certain outcome**.

After all, the human mind is far more complex and unpredictable than the sky at 35,000 ft.

For the last 6 years, I've been trying to answer the question: 'What really makes marketing work?' and I'm embarrassed to say that I still haven't found the answer. However, I can give you my closest guess.

Marketing works because it creates **the right impression in the right person's mind** and eventually that impression influences **the decision**.

After all, it is not about web design, not branding, not even copywriting. It's about the impression you make in someone's mind through words and pictures.

What makes someone push the 'Buy Now' or 'Submit' button can not simply be calculated by a scientific formula and we can only do our best to predict an outcome, hence, **we must test**.

No matter how advanced the technology gets or how persuasive someone's copy is, **no one can guarantee a certain marketing outcome**.

This is why for the last 2 weeks, I took a step back and tried to reassess the situation and what you might be experiencing at this very moment to see if I can improve it.

I want to share with you the three major problems I found:

1. **Unaware of the conversion problem (Confusion)**

I believe most business owners are wasting money and effort on their marketing every day.

They spend an enormous amount of money on Facebook ads, Google ads and all other media just to get more eyeballs, yet when people reach their web pages, most of them leave without buying or even doing anything.

I believe it is time for us to reevaluate how we distribute our **attention** and **financial resources** across Traffic and Conversion.

Are you really getting the most out of your traffic? Which area of focus will yield the highest and the longest ROI for you?

This is the first problem I found - Many business owners are confused and they don't know they're dealing with a conversion problem.

2. **Aware of the conversion problem but confused to act (Confusion)**

If you Google 'Web Design Company' or 'Website Redesign', you will find thousands of people that are more than happy to take your money and **don't care about your conversion rate**.

Sadly, they think their job is to give you a website, and so do the business owners themselves.

Not only does this derail the end goal of why you invest on a website in the first place, but it is also a **complete waste of time and money for everyone** in most cases. **The thing that impacts your revenue the most is your conversion rate**, yet ironically most 'agencies' can start and finish a web design project **without** even looking at this important number.

These web design projects can easily drag on for months and likely cost thousands of dollars to initiate, but in most cases, we won't even see an ROI or improvement in conversion rate.

This is the second problem I found - Many business owners know they're dealing with a conversion problem but they're confused and end up engaging with the wrong services.

3. **Aware of the conversion problem but afraid to act (Risk)**

I was asked by a client: "Will, I'm more than happy to pay but what can I expect from the optimisation?"

To my embarrassment, I honestly didn't know what to expect.

It could be a 15% increase or 115% increase in conversion rate, and of course there's always a rare occasion where no improvement can be achieved after many trials.

Despite the client pressed on, I believe this is the gap that needs to be addressed.

This is a huge risk that the business owners are taking on and I feel somewhat responsible that **the providers should be the one who takes on most of the risk** rather than the clients themselves.

This is the third problem I found - Many business owners know they're dealing with a conversion problem and they know they should get help to optimise their conversion rate, but they have to take on a huge financial risk without knowing what to expect in return.

With that notion in mind, I've made a decision that will hopefully address all three problems.

After over 300 optimisations, I see how minor changes on a web page can drastically transform the revenue of the business. To some companies, a humble 10% increase in conversion rate **IS** a generous 10% increase in their **overall revenue**.

I believe your website has the potential to do so too.

What would a 10% increase in conversion rate do for your organisation? What about a 30% increase in conversion rate? Or even a 100% increase?

I know it is possible because I've done it for many businesses, but unfortunately, **I cannot predict exactly what the outcome will be**.

If you're reading this, I believe you understand the importance of your conversion rate and this is why you're on a search of finding the next right move.

If we were going to fly together and move your business forward, but we don't know where the destination is yet, then I think this ticket should be paid when you arrive at the destination.

With that in mind, I believe **Paid Based on Results** is the right thing to do.

What if this is paid based on the actual improvement you get from the optimisation? What if this is paid based on the actual revenue you get **additionally** from the engagement?

Traditionally, marketing services require a huge upfront fee to get started with the uncertainty of not knowing what "result" will actually be delivered.

I must emphasise - I'm specifically addressing the web design and conversion rate optimisation services. I can assure you. Those who claim they know exactly what result they will deliver are either lying or they have a wrong definition of what 'result' really means.

Be careful with that.

Hopefully by now, you understand my intention and see where I'm coming from, but in order to address the Confusions and Risk problems I listed above, **you and I must lead the way**.

I want to show everyone that engaging with a marketing service not only is fun and profitable but also safe and trustworthy.

Here's exactly how we're going to do it:

1. I'll optimise the conversion rate of your page **at zero upfront cost**
2. I'll set up the split-test for you so you will know exactly how much better the new version is comparing to your current one
3. **Once** you and I confirm the new version is the winner and you see exactly how your revenue is increased because of this, you pay based on **the actual percentage of improvement you get** from this engagement.

We will pre-agree the amount of payment to be paid for each percentage of improvement before starting the optimisation. This will ensure the payment is reasonable and profitable for you and I.

If you get a 10% increase, pay this _____. If you get a 50% increase, pay this _____.

And of course, on the rare occasion that your page gets no improvement after multiple trials, you simply pay nothing.

With that in mind, this is **not** for every business that owns a website.

For this to work, your landing page (or your homepage) must currently have **at least 2000 pageviews a month** and it must currently be getting some or minimal conversions to prove that your offer is convertible. If you're getting sufficient traffic, we should expect to see the results and the exact improvement in conversion rate **in less than 2 weeks**.

Whether you're getting just about 2000 pageviews a month or 20000 pageviews a day, if you're ready to get the most out of your traffic, then I am looking forward to having a chat with you.

<https://scalemessaging.com/next>

Despite the fact that there's no upfront cost involved for you, it's my obligation to make sure this is a good fit for everyone.

Looking forward to our chat.

To your success,
Will Chan