

In Online Chat you will learn:

- How to "Humanize" your customer's experience of your website with online chat
- Why most companies get online chat wrong and how to avoid the #1 chat mistake
- How to engage your customers at point-of-sale to dramatically increase your conversions

1. "Humanize Your Website"

- a. By adding a live online chat widget with a real person (you, the entrepreneur and owner of the website and business) actually available to give helpful, insightful answers to your customers you can personalize and humanize your customer's experience on your website.
- b. If done correctly you can dramatically increase conversions and sales.

2. The "Don't Call Me, Just Buy My Stuff Online Website"

- a. Most websites these days have no contact information, no way to call someone if you need help and most certainly no way to speak with the owner if you have a question.
- b. Most sites are just automated to sell you something.
- c. This automation creates a very impersonal, and many times frustrating experience. What if the checkout process is confusing, or people can't find where to buy your latest book, or have a simple question about how your product or service can help them overcome their number 1 challenge?

3. Engage Browsers

- a. By having a real human (again, YOU, the one who actually owns the business and cares about your customer's needs) asking pointed questions you will create what we call a "Pattern Interrupt" in Neuro Linguistic Programming (NLP) that catches browser's attention.
- b. This can very quickly reduce your bounce rate and helps turn browsers into fans and fans into customers.

The screenshot displays the Costa Rica Yoga website. At the top, there is a navigation menu with links for RETREATS, REVIEWS, VIDEOS, BLOG, ADVERTISE, and POSE OF THE DAY. A prominent phone number, 1(866) 417-0888, is shown for booking a yoga retreat. The main content area features a search bar for yoga studios in Costa Rica, with filters for Region (All), Yoga Styles (All), and Keywords. Below the search bar is an interactive map of Costa Rica divided into regions: Northern Pacific, Northern Plains, Caribbean, Central Valley, Central Pacific, and Southern Pacific. A woman is shown meditating in a lotus position on a beach. To the right, there is a Facebook social plugin for the 'Yoga' page, showing a 'Like' button and a chat window with the question 'When was your last yoga retreat?'. The chat window is powered by GLARK.

4. Proactive Chat

- a. Instead of having a passive link to a chat widget like I see on many other sites, our chat is proactive.
- b. Our goal is to help our fans and customers get all of your questions answered.

ATTRACT CUSTOMERS NOW FROM FACEBOOK

GET LIKES, MAKE SALES | VIRAL GROWTH | 100,000 LIKES | SOCIAL PROOF | GET CUSTOMERS | PRODUCT CATALOG | MEMBERS AREA

Get Traffic To Your Website And Sales For Your Business From Facebook

Enter your name and valid e-mail to get instant access to the free facebook marketing training video

Enter your name...

Enter your email...

Get Instant Access

Attract Customers Now
Hey, it's Bret, how many facebook likes do you have?

Like Send You, Carla Wainwright and 474,532 others like this.

Online - Click here to chat

5. Proactive Chat

- a. When you come on my site and I'm logged in (I'm not online 24/7 but you can always leave a message) You will get a proactive chat from me.
- b. If you see the photo of me, it's Actually ME!

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Enter your name and valid e-mail to get instant access to the free facebook marketing training video

Enter your name...

Enter your email...

Get Instant Access

support

Bret
Chief Customer Attraction Off...

Bret
Hey, would you like to learn how to get customers to come to YOU?

Me
yeah, that's the idea

Bret
I have a free video that teaches how Customer Attraction works

Me
Cool

Type your message here

Options - Hi, Me zapim

6. Show Your Customers You Care

- a. The importance of this that as the owner of my business who is passionate about helping you, the enlightened entrepreneur, attract conscious customers now, is that you will be able to tell right away that I actually care about your business and I want you to succeed.
- b. Be Reachable by adding a way for your customers to "Book A Time With Me."

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Get Traffic To Your Website And Sales For Your Business From Facebook

Enter your name and valid e-mail to get instant access to the free facebook marketing training video

Enter your name...

Enter your email...

BOOK A TIME WITH ME

Discover What's Holding You Back From Attracting All The Clients You Should Have And Deserve

"Take Your Free Customer Attraction Assessment Now, Then Schedule Your Complimentary Strategy Session With Me."

CLICK HERE NOW

You, Carla Wainwright and 474,532 others like this.

7. Improve e-mail conversions

- a. When chatting you should be ready to have a free gift that you can e-mail people. The easiest thing is a free consultation for 30 minutes of your time, however, anything your customers value, like a white paper, free training, e-book, etc. Will do.
- b. When chatting with browsers (people on your website who haven't yet purchased and become customers) you can find out what their biggest challenge is or what they are looking for then offer to e-mail them your free gift or direct them where to enter in their name and e-mail on your website. This is an extremely effective way to improve your e-mail conversions.

ATTRACT CUSTOMERS NOW FROM FACEBOOK

GET LIKES, MAKE SALES | VIRAL GROWTH | 100,000 LIKES | SOCIAL PROOF | GET CUSTOMERS | PRODUCT CATALOG | MEMBERS AREA

Get Traffic To Your Website And Sales For Your Business From Facebook

Enter your name and valid e-mail to get instant access to the free facebook marketing training video

Enter your name...

Enter your email...

Get Instant Access

Attract Customers Now

Hey, it's Bret, how many facebook likes do you have?

You, Carla Wainwright and 474,532 others like this.

Online - Click here to chat

8. Help Your Customers Buy

- a. Ever heard the saying "People hate to be sold but we love to buy?" Well, it's true, and some portion of browsers on your site are looking to buy. By proactively chatting with buyers you can help them find what they are looking for on your site. Match your solution with their problem, your product or service with their greatest need or desire.

Learn How To Get Feedback From Your Customers
And Double Your Sales PLUS Action Steps To Grow Your Page By 10,000 New "Likes" In 90 Days Or Less
[Learn More](#)

Attract Customers Now Online Course
An In-Depth Education In Customer Attraction And Psychology PLUS Action Steps To Double Your Traffic To Your Website And Sales To Your Business Now
[Learn More](#)

Double Your YOGA Likes In Days
Yoga Entrepreneurs Only! If You Are Marketing To Yoga Customers Then This Course Is For YOU. This Is The

Recent Fan Reviews
Sid Pawar "★★★★★" OWI thanks for breaking this info down in a way that makes sense and gets results. Life just got easier! :)
1 person agrees with this. · About 8

Life just got easier! :) Kerry
www.kerrytedino.com

Bret Gregory
Chief Customer Attraction Off...

Bret
Hey, would you like to learn how to get customers to come to YOU?

Me
yeah, that's the idea

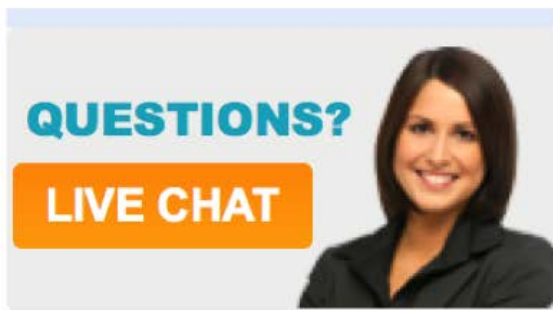
Bret
I have a free video that teaches how Customer Attraction works

Type your message here

Options · Hi, Me zopim

9. Avoid Big Mistake #1

- a. The first big mistakes almost everyone makes with online chat is that they make it impersonal.
- b. Most websites with online chat that you see a photo that is obviously a stock image, a.k.a. not a real person labeled "Friendly Customer Service Rep." This feels very impersonal and leads me to believe I'm chatting with a low wage overseas worker who doesn't care about me or my business.



We're online

Now online: Leave a question or comment and our agents will try to attend to you shortly =)

Customer Service
Hi, is there anything I can help you with?

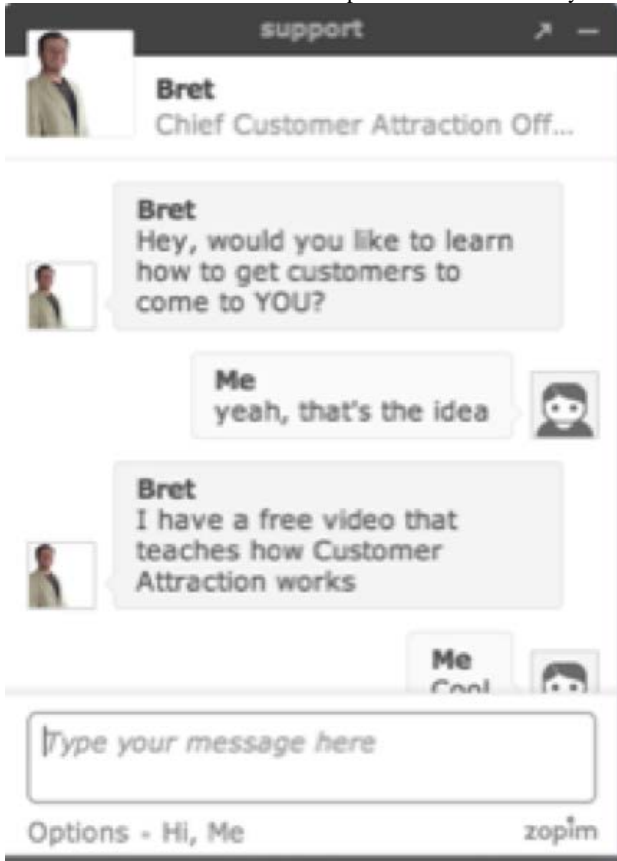
Last message received at 9:48am

zopim

10. Big Mistake #2

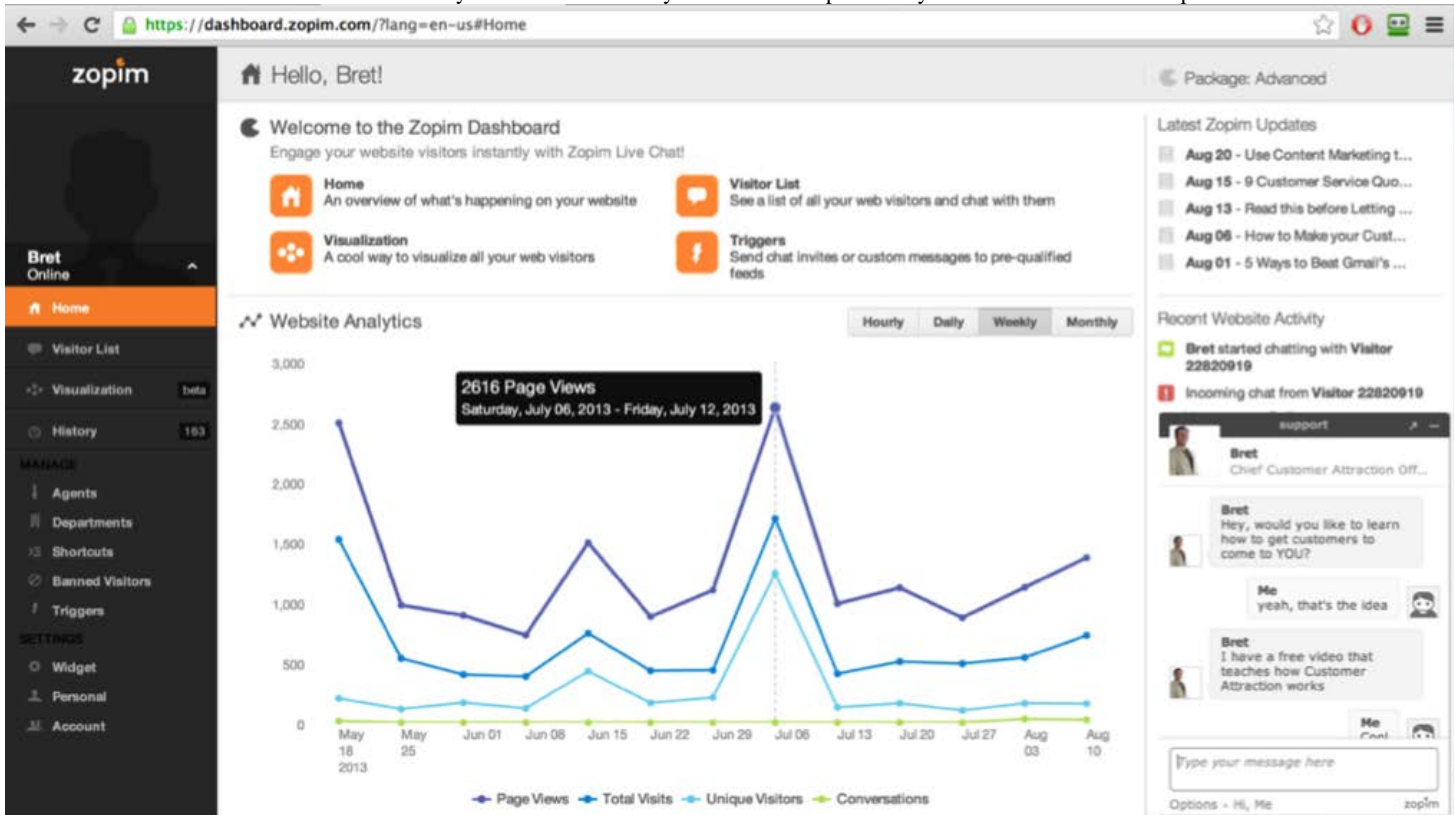
- a. The next pitfall you'll want to avoid is asking the world's worst question when proactively chatting "How may I help you?"
- b. Why is this the absolute worst question you can ask? Because as humans we know this question comes from sales people looking to sell us something and have been programmed to say "I'm just browsing" in response, or in the case of online chat, close the chat widget and you lose your opportunity.
- c. To avoid this mistake I ask a very pointed question that accomplishes two goals 1) it helps screens out browsers who will never become buyers and 2) It

creates a further NLP Pattern Interrupt and increases curiosity from prospects and increases engagement from potential buyers.



11. I like the chat widget called Zopim

a. This is a screenshot of the chat dashboard where you can see who is on your website and proactively chat with browsers and help them become customers.



12. Zopim Pricing

- a. Now I don't work for zopim and I don't even have an affiliate link for you. I just like them. There are tons of online chat options out there, this is just the one we used to generate \$1.5 million in sales to people we met on Facebook and proactively chatting with people was the secret sauce behind our results.
- b. You can get the free version at www.zopim.com. We have the advance version which is \$20/user/month.

zopim PRICING PRODUCT WHY ZOPIM LANGUAGE DASHBOARD ACCOUNT LOG OUT

No hidden fees. Brutally honest pricing.

START WITH A FREE TRIAL Boost Customer Satisfaction with a 14-day free trial

Monthly 1 Year (20% off) 2 Years (30% off)

Lite
BEST FOR INDIVIDUALS

Free

- 1 Agent Only
- 1 Concurrent Chat
- 14-day Chat History

Basic
GREAT FOR LEAN TEAMS

\$11.20 monthly per agent


- Unlimited Chats
- 2 Triggers
- 2 Departments
- Full Widget Customization

Advanced
IDEAL FOR ESTABLISHED TEAMS

\$20.00 monthly per agent

- Unlimited Chats
- Unlimited Triggers
- Unlimited Departments
- Full Widget Customization
- Weekly Analytics Report

zopimchat



Chat with us

Type your message here Send

13. Set up your Avatar on your chat

- a. Once you install your chat software you NEED to Customize it! Again the big mistake that most websites and entrepreneurs make is they leave the generic pictures and messages like "Chat with customer service rep" up.
- b. You are different! You are going to customize your chat widget and start using it right away to improve your conversions, sales, and results.
- c. To set up multiple Triggers you'll need the Advanced version of Zopim.

Smart Chat Triggers 3 in Total 2 En

Find a Trigger + Create Trigger

<input type="checkbox"/>	NAME	DESCRIPTION
<input type="checkbox"/>	CHAT RESCUER	Auto respond to messages if agents don't respond in time.
<input type="checkbox"/>	NEW VISITOR PROACTIVE CHAT?	Hey, how many likes does your facebook page have?
<input type="checkbox"/>	REPEAT VISITOR	

Shortcuts

Find a Shortcut + Add Shortcuts Delete Selected

<input type="checkbox"/>	SHORTCUT	MESSAGE
<input checked="" type="checkbox"/>	CONSULT	If you are interested, we offer a free initial consultaion. Thank you for stopping by our
<input checked="" type="checkbox"/>	FREE CONSULT	If you are interested, we offer a free initial consultation.

Use Default
Browse...
No file selected.

Appears when chatting with visitors using the new widget
Maximum size 100KB, recommended dimensions 50x50px

Avatar 