

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #3 - How To Increase The Average Amount Customers Spend Per Order

One of the tried-and-true ways to increase revenue in your business is to increase the average amount customers spend per order. The question is how do you do that? That's exactly what you'll find out inside this tutorial.

Let's get started...

Step 1: Raise Your Prices

Your first step is to look into raising your prices for your offer.

Now, obviously, this is going to depend on what type of offer you have and where it fits into your sales funnel.

For example, a tripwire offer is a low-cost, high-value product that's designed to be irresistible enough to quickly turn browsers into buyers.

As such, it doesn't make sense to raise the price of a tripwire product (*at least not significantly*) as doing so will negate the goal of having a low-cost, high-value product. Perhaps you could raise it a dollar or two, but otherwise you'll generally keep the price low.

On the other hand, there's likely plenty of room to raise your pricing on your core offers, backend offers and any other offers in your sales funnel. Better yet, raising your prices can actually boost conversion rates. That's because people judge the quality of a product, in part, by its pricing. So, when you raise your price, people look at the product as being higher quality which means they're more likely to purchase the offer.

What happens if you don't think you can raise the price on a particular product? One thing you can do is add value to it and then raise the price.

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For example, if you have a product selling for \$47, you can add value to it – such as by expanding on the main product, putting it in video format, or adding more bonuses – and then sell it for \$67 or \$97.

One final note here... Don't guess about whether a new price is working.

Be sure to test and track your pricing to see which ones produce the best conversion rates. Be sure to also look at refund rates because you don't want to boost conversions only to boost refund rates too.

Next...

Step 2: Sell Related Offers

The second way to increase the amount people spend per transaction is by placing upsells and cross-sells on your order form.

- ⇒ A cross-sell is when you promote a related offer. For example, if someone is purchasing a copywriting course from you, then you can cross-sell a set of copywriting templates and swipes.
- ⇒ An upsell is when you promote an upgraded/deluxe version of the offer. For example, if someone is purchasing a course from you, then you can offer the video version of the course as an upsell.

The first key is to do your market research in order to choose upsells and cross-sells that your audience really wants.

The second key is to create exclusive offers. The idea is that if people leave the order form, they won't be able to buy the offer anywhere else, OR they won't be able to buy the offer at that price.

For example, let's use the example above where you're selling a copywriting course, and you offer a set of copywriting templates and swipes. Let's suppose you usually sell the package of templates and swipes for \$47. For this offer, you discount it to \$35, but people can ONLY get that discount if they order now. If they don't take advantage of the offer, they can still buy the templates later – but they cannot get them at this low price.

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The third key is to frame your upsells or cross-sells properly, especially when you're talking about the price. Remember that your customer has already decided to buy the main offer, so all you need to do is sell them on taking advantage of your upsell or cross-sell.

Let's imagine you're offering a cross-sell offer for \$19.99 alongside a \$99 product. Here you'd say something like, *"Would you like to add the WP SEO plugin to your order for just \$19.99?" (Rather than asking them if they'd like to add the plugin for a total order price of \$118.99, which makes them focus on the total price when you'd rather have them focus on the small upsell / cross-sell price.)*

The final key is to remember not to create roadblocks between your customer and the product they're ordering.

While you can and should offer one or more upsells or cross-sells, don't show them one after another to the point where you're keeping them from the main product. Show an order-form upsell / cross-sell, let them check the box if they want the item, and then let them complete the order (otherwise you risk frustrating them which will sink your overall conversion rates).

And that brings us to the final point...

Step 3: Improve Your Conversions

Your next step is to improve your sales letter and order form conversions. There's no use in adding related offers to the sales page or order form if you're unable to persuade people to buy those offers. As such, you'll want to test and track the various parts of your sales and order process to optimize conversions.

Here's what to test and track:

- ⇒ Which products or services you're offering as upsells or cross-sells.
- ⇒ The pricing for your upsells / cross-sells.
- ⇒ The headlines and benefits for your upsells and cross-sells.

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⇒ The order form design.

⇒ How many cross-sells or upsells you're offering.

You'll also want to test different ways to promote these related offers. For example, you might have a simple checkmark on an order form. Another way to test it is by presenting a separate mini sales page before the customer reaches the actual order form.

Now let's wrap this up...

Conclusion

As you just discovered, the keys to increasing the average transaction amount include raising your prices, improving your conversions, and selling related offers. You can put all three of these strategies into place on every order form to grow your revenue. Be sure to test and track your changes to see which factors (*such as which prices*) produce the best results for you.