

## **Wellness Sells; Here's the Secret to Your Website's Success**

Just like you, I've spent hours searching the internet for new and improved products. I've often wondered why some brands do so much better at selling wellness than others.

So, I did some research to find out what made them so special. Turns out all the sites had one thing in common, especially in two major areas. One is diet and weight loss, a big part of the health and wellness market. What is that special something?

We see lots of pictures with celebrities who have curvy bodies or muscular builds. Nobody ever says it, but the message comes through loud and clear - to be happy, we have to look like them!



I hear you saying, "I would have to starve for years to have a body like that!". Me too! Many people go to extremes and are still unhappy with the results. If that's true, why do we continue to do it?

The sad fact is appearance matters. We all want to be liked and admired, and that starts with how we look. So, we continue to deny our food cravings while seeking approval from others.

With so many "experts" telling us what we must do, how we should look; no wonder we don't like what we see in the mirror!

Listen, I get it. I've spent years on the weight loss merry-go-round, trying one thing after the other. Losing weight only to gain it back. Over and over again, with the same results. It's downright depressing!

Why didn't I give up? What motivated me to continue to try new products? What was it about those websites?

Do you think you know? Here's what I found out on my weight loss journey.

A friend told me about a website she had success with and urged me to take a look. I figured why not, can't hurt. She likes it maybe there's something for me too.

The first thing I noticed was how welcoming the site was. No beating me over the head to join. The program was explained in depth without any judgmental comments. What a relief that was!

Best of all, it sounded so easy, I knew I could do it! Such a simple idea, but literally life-changing! So, I signed up right away!

Fitness is also a major wellness concern. You could spend a fortune on home machines like NordicTrack and Bowflex. Mirror and Peloton commercials urge us to join and sweat with them for a low monthly fee. Specialized gyms are popping up all over the country promising results most of us will never see.

"I'll have to live in the gym", we complain, and who's got that kind of time? I know I don't. And some gyms only want "serious" people working out with them. Remember the gym that advertised they were a "No judgment zone"? No one wants to be considered a gym rat!

People are frustrated; why does getting healthy have to be so hard? After hours online, my research led me to a gym that fit my needs perfectly. What was it about that site that made me so eager to join?

What was their secret?

**They made me feel safe to explore my options.**

Each site had people, just like me, who have had success. They reached out for help and found it. Their testimonies speak to me, and many others, proving we're not alone in this struggle.

In this community, we have comfort knowing there's no judgement. No unrealistic goals or expectations, just complete support and acceptance of where we are in the process. In this safe space, I was finally able to thrive and succeed. I've lost 35 pounds already and still going strong!

How did this website create this safe environment?

- Set up an online focus group for the members
- Wrote copy that is conversational and supportive
- Provided copy and content that supports the buyer from the start of the program, when they are clueless, till the end, so they want to continue with your team.

How do you create that copy? Contact me and let's discuss ways to move your company in the right direction.

A safe, nurturing environment encourages your buyer to trust what you have to offer. Act now, don't delay! Wellness sells, and the benefits will be reflected in your bottom line.

Want to know more about these successful sites? Stay tuned for more inside info next week!

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