

FORMULA ZONE

The Backstory

Gradually increasing waistlines lead Cale Bergh to the conclusion that his family needed better nutritional guidance. He read the then best-selling diet books “The Formula” and “The Zone,” and applied the advice in each, but quickly grew tired of the limited number of recipes the books offered as examples.

Bergh created software to eliminate the hand calculations in meal planning, and built a huge library of nutritionally balanced meals.

He made that software fully customizable to individual family preferences, and offered it to subscribers on FormulaZone.com.

The Issue

Bergh purchased “per click” advertising to drive potential subscribers to the Formula Zone site. He studied website optimization and applied multiple techniques, raising his conversion rate (sales percentage) from 0.7 to 1.1.

Bergh believed 2.0 percent was reasonable, but was unable to reach it. Conversions stalled at 1.1 percent.

The Solution

Chuck McKay applied the principles of *Persuasion Architecture*[®] to the Formula Zone website. He identified four distinct personality types and plotted the persuasion process for each, then re-organized and re-wrote the pages of the website so that obstacles to purchase were eliminated and each personality could quickly find the information they needed to feel comfortable in subscribing.

FormulaZone.com experienced an immediate conversion increase from 1.1 to 3.4 percent, tripling revenue against the same advertising expense.

Cale Bergh, Owner
FormulaZone.com / Alpha Channel Group
11172 Huron Street, Unit 20
Northglen, CO 80234