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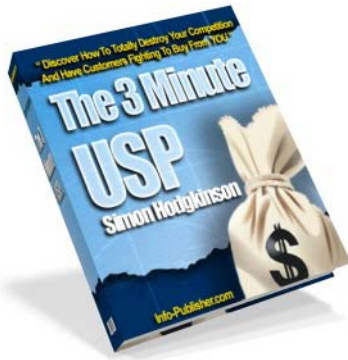
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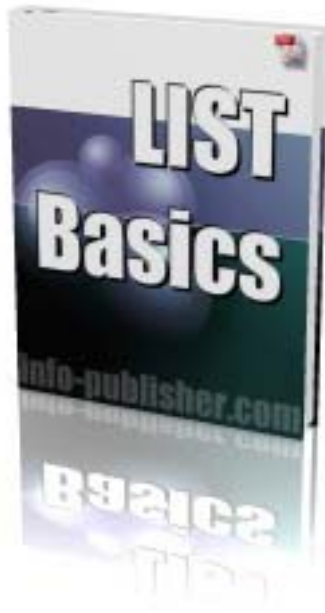
## **HIGHLY RECOMMENDED !!**

**"Shocking Technique Created in the 1960's Launched Multimillion Dollar Businesses - Can You Use it to Launch Your Business Too?"**

*Here's Just A Little Of What You'll Discover . . .*

- ✓ How to **annihilate your competition** with a guarantee that packs such a powerful punch customers will order like never before.
- ✓ How to **instantly establish credibility**.
- ✓ How to move into any niche and position yourself as the **ONLY** choice customers in that niche.
- ✓ The 3 keys to a profit pulling USP that'll **explode your sales overnight**

**If Your Selling Online (Or Offline) The You Must Read This Book – To Find Out More [CLICK HERE](#)**



## List Basics

Imagine if you had a giant list of emails, composed of people interested in whatever you sell. How much do you think that might be worth to you?

Well, it could be the key to your fortune. Have you ever heard the phrase, "**the money's in the list?**" I'm sure you have and it's exactly true. Some companies actually loose money up front in order to get a list of customers they sell over and over again to.

Obviously, the best part about having an opt-in email list is their power as a marketing tool. If you can gain a growing list of email addresses consisting of people who are interested in what you offer

(or similar items), you can keep these highly targeted prospects informed or even just remind them of your services or products.

To take this even further, you can also send them information related to other services and products for a commission.

Many businesses have partner programs. Even those that don't may be willing to strike up a deal with you where you both benefit. The possibilities are endless. You can ask to get a commission or even just a one-time fee for sending out info related to your partner's product. You can also do a swap. Send out your partner's info to your list while they send out yours. That's free advertising for you and can result in many more sales to people you may have never reached.

***This is powerful stuff.*** Many people have grown their businesses virtually overnight by gaining the right partners.

Just remember when you're putting a deal like this together that you must appeal to their self-interests. **Make it worth their time.**

## Getting started

So first of all, you need to start generating your own lists if you haven't already. One way to do this is to compile all the people who have ordered from you in the past. Hopefully you've saved some records. If not, please start now!

ACT is a great piece of software to use for this, or you can start with Excel.

This will be your client list and it is gold.

But you don't want to stop there.

You need a list of people who are interested in your product or service as well. These may be people who have visited your website, but did not buy. Why waste your advertising dollars for nothing? **You can at least get their name and email and follow-up with them.**

Now in order to get people to sign into your prospect list, **you must give them a reason.**

You must trade their email address (etc...) **for something they perceive as valuable.** But there is more to it than offering valuable

information. **People also need to know that you plan to respect their privacy.** They won't give you their contact information if they think for a second that you're going to turn around and sell it to some random spammer!

For that reason you need a privacy policy on your site. It is also a good idea to summarize your policy right on the sign-up form by simply stating,

**"We (I) have a strict privacy policy and will never give or sell your contact information".**

## **The trade**

Now that you have something valuable to trade for your customers email address and you've set them at ease with your privacy policy, all you need is to arrange for the exchange of information.

*But, wait, how do you accomplish all this?*

It's easy. You need a web form on your site to collect information. People opt-in to this web form at their will. You can set the form up to ask for a name and email address and include anything else you feel is relevant.

*A web what?* OK, here's how it works. Your customer is interested in getting your free ebook so they type their contact information into your web form and click "submit". The next thing they see is a new page, with download instructions for how they can begin reading the ebook. They are now on their own happy way.

However, once they clicked "submit", you captured their name and email address. Their information was routed to you via email and/or saved to a database. It sounds tricky, but there are a couple of simple ways for you to accomplish this. The hard way is to set-up the web form to send all the information entered into it to your email address (that isn't really very hard, but the other way is REALLY easy).

The other way is to sign-up for an autoresponder system that will save the information in a database for you. Yes, that's it, an automated response system.

What happens is a viewer or a customer signs into a web form that triggers a specific email series you have already written and programmed. The autoresponder sees to it that your opt-in list receives the emails in the proper sequence at the proper time. It's sheer beauty!

This is actually the best way to go about collecting opt-in email addresses. It will save you immense headaches and really isn't very expensive at all. [Aweber](#) offers paid autoresponders or you can go with [1ShoppingCart.com](#) and get an all-inclusive marketing package. Both of these have web-form wizards that will enable you to copy-and-paste your own customized web form onto your site. There isn't anything else to for you to do!

## The in's and out's

Since people are volunteering their personal information, this type of mining for information is called permission based marketing.

Permission based email marketing is not spam, **but take care not to exploit your opt-in lists**. People will consider you a spammer if they opt-in to your list and you send them an email on an entirely different subject.

Or if you make them offers for irrelevant products. This can damage your business. Also, try not to continuously send them advertisements. Strive to help them and provide them with quality information. **Remember, *what would you like to know about if you were one of your own prospects?***

In addition to only sending relevant emails, you should also make it easy for customers to opt-out of your list. If someone writes you



back saying they'd like to be removed from your opt-in list, do it right away. Most of the paid autoresponder services will handle this for you automatically.

In addition to subscribing to an autoresponder service (their monthly fees are very nominal), I'd also suggest that you read [37 List Building Secrets Exposed](#) This ebook is full of helpful ideas and information on generating a large opt-in list as well as helpful tips that you will need along the way. Topics like what to say and how to say it are discussed.

**Here's an advanced tip that I rarely ever see anyone using.**

If you're going to ask for an email address, it is very easy to ask for more information in the same opt-in form.

You can easily add-in spaces for the customer's name, address, phone number, and anything else you can think of. If you wish, you can send them their free information in physical form as well.

You will have to mail your item out (and pay for its printing and postage), but regular mailings have been found by many to be far more effective than email marketing (now-a-days people receive hundreds of messages each and every day sending out 'Real' mail will mark out your business as being that little bit different!).

**So what should you say in your prospect opt-in series?**

Well, for starters, give them what you enticed them with; the special report, a short course, etc... Also, you should add some follow-up information related to your primary product or service.

I'm not saying bombard them with advertisements for it, but why not put a link back to your sales page at the bottom of the email? Or put some non-intrusive links to it in your special report? **Just make sure you have good, solid content to go along with it.** If you do this the right way, you will most certainly sell some of your prospects on your original offer. Try to turn some of them into clients (and then put them in your **client database** – remember, this is your best list).

Feel free to also send you prospects useful offers for related products and services (those that you partner with). If they aren't going to buy from you, you can even strike up a deal with one of your competitors! **It may sound strange, but advanced marketers aren't afraid to use these techniques.**

In addition to compiling a list of prospects and trying to convert them into clients, you can (and should) send your previous clients a few backend offers. Back-end offers consist of other products that go along well with whatever you may have already sold your clients.

When someone is interested in something, they usually buy more than one item. Think about the last time you went to a bookstore. Do most people there just buy one book on a single topic? No. They buy several books on the same topic (and some people buy **ALL** the books on the topic!).

This principle is important to keep in mind. People who have already purchased from you are your most valuable assets. They already trust you and know that you follow through on your promises. So, try to come up with more products or services to sell to them. You don't want to be a one item shop.

As you can well imagine, that's a great place to start, but to depend on it for the long-term can leave you vulnerable to the up's and down's of business.

So, in the future, expand your horizons and come up with more to sell. Then you should ultimately integrate all these new products into your marketing strategy.


But for now, let's just set-up your first autoresponder series. If you already have one, go through it another time. There's always room to improve. You can test these messages in just the same way you test your sales copy.

**Exercise** Write out your 4 part product action daily autoresponder series.

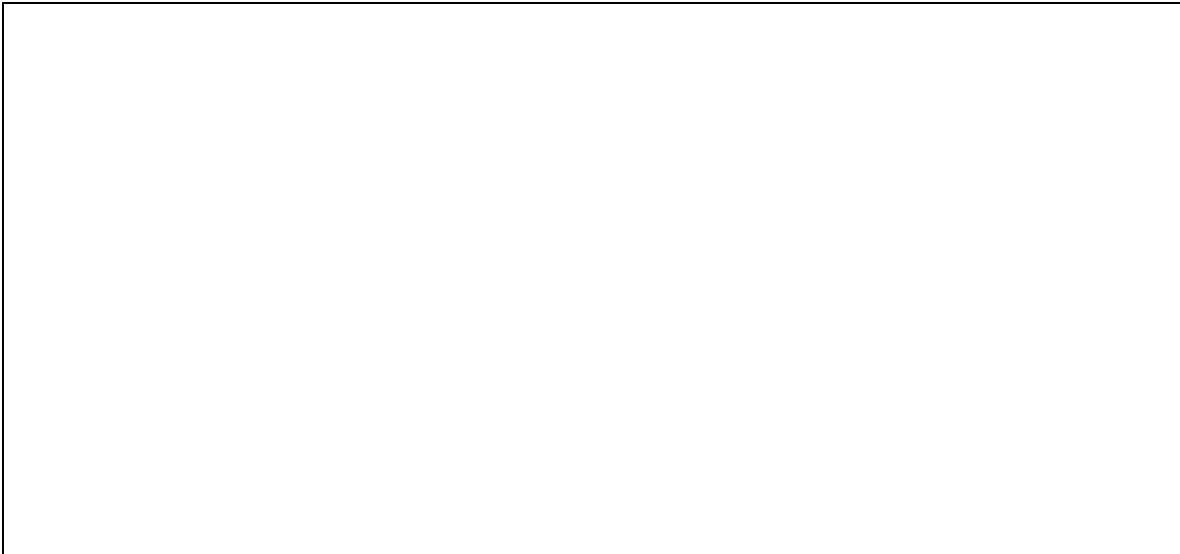
***Autoresponder 1: will go out to your customers immediately after they opt-in.***

***Autoresponder 2: will go out to your customers 1 day after they opt-in.***

***Autoresponder 3: will go out to your customers 2 days after they opt-in.***

A large, empty rectangular box with a thin black border, intended for the content of Autoresponder 3.

***Autoresponder 4: will go out to your customers 3 days after they opt-in.***

A large, empty rectangular box with a thin black border, intended for the content of Autoresponder 4.

From my experience, after a prospect has visited your site and chosen not to purchase, the next 4 days can play a deciding factor on whether they will go on to buy from you at all.

In your follow ups focus on and repeat your products benefits. Think of imaginative ways to get people back to your sales page.

Maybe refer to some of the benefits that weren't the primary focus in your sales letter but could still potentially appeal to the prospect.

Your goal with these messages is to trigger that 'Yes it is right for me afterall' reaction then call the prospect to action (**to come back to your site and order the product.**)

After the 4 day intensive you may want to wait a little while before following up again maybe a week or 10 days. (Your prospect may have not been in a position to buy last week but could be now prompted by your follow up)

If 2 weeks or so have passed and you still haven't converted them you could follow up again and ask them for some feedback - Why they chose not to purchase – Even if they don't become a customer this time **you can still benefit from their answers.**

Always seek to inform and advise, don't try to bully people into ordering. If you used a deadline or a limited quantity offer then sure, remind them of this, just don't go overboard or people will just leave.

Remember that not every prospect will buy your products but if you treat the people on your prospects list respectfully they may well be a future customer for new products or services you offer or recommend.

## **Why You Should Educate Your Prospects:**

Most people surfing the internet are looking for information. They aren't necessarily out to buy anything. By giving them useful information, you not only entice the search engines to rank you higher due to your abundance of keywords, but other webmasters may find value in your site and they may link to it, increasing your popularity. You will most certainly receive more traffic as a result of offering information.

In addition, customers will appreciate your helpful information. **It is a well established fact that customers tend to buy from someone they trust.** Obviously, helping them by offering free, valuable information on your site is a fantastic way to gain their trust. They will begin to think of you as an educator. One of the highest paid marketing consultants of this day and age and a marketing legend, Jay Abraham teaches this strategy.

**You need to educate your prospects on every aspect you can.**

Your product, you or your firm, the field and even related fields are all fair game. You might want to assume the prospect really doesn't know anything about your field, and then bring them up to par.

The best strategy is to offer a bit of valuable content directly on your website. It will be advantageous for you to find out what your

customers really want to know and write about that. Give them a primer on the topic your product or service relates to. Free reports work excellent for this purpose and if you offer it on your website, you can easily set-up an automatic download system as we've discussed.

If you're having trouble coming up with quality information to offer, start by including as much information related to your specific product or service as possible. Explain every last detail of whatever you are selling. Don't leave any room for customers to ask questions. **Remember, the best way to accomplish this is to try to put yourself in your customer's shoes.** *What would he or she need or want to know?* If you can manage to do that, you will always outsell your competition.

If your price is low, **explain why it's so low.** Explain why you offer the best value. Explain what your product or service will do for them. What will they learn? Will it save them time and money? **Explain how.** Your prospects won't really appreciate what you have to offer them until you explain it to them.

From there, you can dig deeper and include background information about your central topic. You can also include tips, insider information and further instructions. Remember, if your prospect



doesn't know about it, it will be much appreciated. Don't take your knowledge for granted...

For instance, if you have a resume-related product for a specific type of career field, offer free info about job interviews in that particular field. Provide details on careers in that field (explain what would they do everyday at work) and maybe even the best schools to go to for the field. You could also provide some helpful job hunting resources.

You could easily generate a dozen pages of high-quality content that the search engines, other webmasters and perhaps most importantly, your prospects themselves will truly appreciate.

**But, it isn't wise to give everything away for nothing.** You can put some of your more prized info in an e-book as a special report (even 10 pages is enough), a weekly newsletter, or in an email series. **So in addition to all the stuff on the site, you can offer a free sign-up for people who want to receive your more "prized and valuable info".**

If you offer some sort of software, allow customers to try it free for a short while. If you have an online course, give them a preview for free. ***As we've discussed, the key is to trade this valuable information for your prospect's name and email address.***

And to make the information appear more valuable, you may want to assign a monetary value to it. It depends on what you are offering, but you could easily price even a small ebook at \$19, but then explain you are giving it away at no cost for the time being.

You could also offer a weekly, bimonthly or just a monthly ezine. These are email newsletters that you write-up with fresh content on a regular basis. Many people would gladly trade their name and email address for relevant, up-to-date information on a topic that interests them.

Remember like anything else building your list should be a regular part of your marketing. Just as you should do with your sales copy you should be regularly tweaking your opt-in pages. Adding more content and including more opt-in forms across all of your web site(s) (and on every page)

**List building is a key factor that can make an online businesses truly successful and there's no better time to start than right now. ☺**