

The Four Laws of Web Traffic Conversion

“Tested Tactics That Convert Clicks To Cash”™



ALEX MANDOSSIAN'S MARKETING BACKGROUND

Alex Mandossian is acknowledged as one of the top Web-traffic conversion strategists and freelance direct marketers in the world. He also owns one of the largest, privately-owned marketing libraries ever assembled ... with over 1,800 rare books and volumes dating back to the 1800s.

Since 1991, Alex has helped his clients generate over \$183 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in Parade Magazine and USA Weekend, direct mail, Web marketing and, of course, postcards.

Early in his direct marketing career, Alex was involved in developing and distributing spot TV and infomercial mega-hits such as the Thigh Master (Suzanne Somers), RONCO Food Dehydrator (Ron Popeil), Players Club International (Telly Savalas), Topsy Tail, Contour Pillow, Ray Stevens Comedy Video Classics, Doctor's Book of Home Remedies, Time Life's Wild Animal Video Series and a host of others.

He is well-known for his niche marketing success as Chief Marketing Officer for Robell Research, Inc. in the mid-1990s. While running this Madison Avenue market research firm, he helped build Supersmile Whitening Toothpaste™ to become the #1 brand sold in spas and salons worldwide.

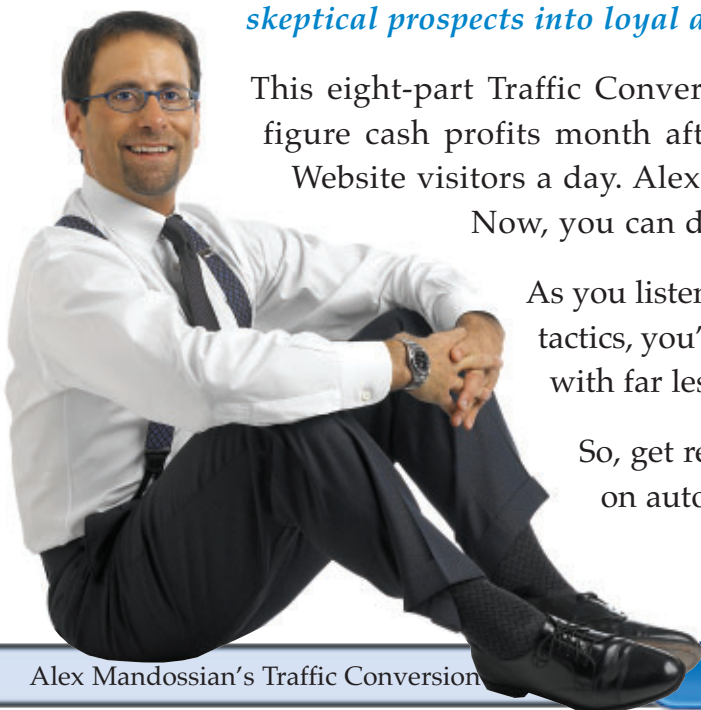
Here's what Jay Conrad Levinson, the 'Father of Guerrilla Marketing,' says about Alex:

"Alex is a Guerrilla Marketing genius! I hope you take time to listen to what this man has to say because he will teach you how to convert your shyest, most skeptical prospects into loyal and lifelong customers."

This eight-part Traffic Conversion Secrets series trains you how to capture five-figure cash profits month after month, even if you attract less than a hundred Website visitors a day. Alex has done it. Many of Alex's students have done it. Now, you can do it too!

As you listen, read and learn Alex's no-nonsense traffic conversion tactics, you'll discover how to make more money, faster, better and with far less effort than anything else you've ever tried before.

So, get ready to watch your profits soar and put your business on auto-pilot!





Stephen Pierce

About Stephen Pierce

A Washington D.C. native now residing in Ann Arbor, Michigan, Stephen Pierce has been the editor and publisher of a free daily commodity trading advisory eZine, *Impulsive Profits* since 1997.

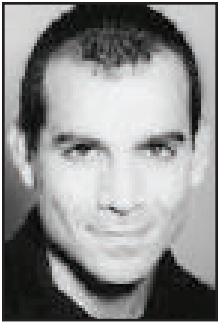
Stephen is also the publisher of the ChartTRADERS Commodity Charts market timing service. Focusing on over 30 markets, Stephen's eclectic methodology has a basis in Advanced Fibonacci Analysis and Elliott Wave Theory, as well as proprietary timing cycles developed from his relationship with the markets.

Stephen has published numerous articles, special reports and audio sessions. He is known for his comprehensive free trading guide, The Rapid Fire Equity Builder – Cash Flow Magnet Trading Plan, which has been read by thousands of traders around the globe and has been stated by many to be the best strategy guide every written on futures and commodity trading.

Stephen's most recent book, The Whole Truth, has taken the internet by storm! Stephen's success in his niche market is fully revealed in this book.

Top internet markets and newbies alike are changing the way they do business after reading this book!

Internet marketing expert Yanik Silver says, "It's not often someone who has legitimately made this much money online comes forward to reveal exactly how they've done it. I say, grab a copy right now before he realizes he's letting the cat out of the bag."

*Rich Schefren*

About Rich Schefren

Richard Schefren first entered the business world by taking over a failing, bankrupt, used clothing store. Four years later, the store was grossing 6.5 million a year. With this amazing success, he was able to retire by the time he was 26.

Too young to desire permanent retirement, he built a recording studio and a record label. This brought him national recognition.

He was profiled on the front page of the *Wall Street Journal* and has been interviewed on CNN and every major TV news network including ABC, CBS, NBC, FOX, FOX NEWS, MSNBC and more. He and his businesses have been profiled in *Newsweek*, *Cosmopolitan*, *Elle*, *Vogue*, *GQ* and *Details*, to name just a few.

He eventually sold his record label to a partnership which included *Warner Chapel*, the world's largest record distribution company.

Two years later, Richard went to a hypnotist out of curiosity. This sparked his enthusiasm. Three and a half years later, he built a \$7.5 million chain of hypnosis clinics. This chain became the world's largest, privately-owned hypnosis provider in existence.

He caught the direct marketing bug in 2001 and created a direct mail offer that grabbed an unbelievable response rate of 77% selling an information product for an average price of \$12,500.

In less than a week, he had already netted \$287,000.

Richard went online in 2002. In the past two years, he's built an online empire consisting of over 30 profitable sites all selling unique products in targeted niches. He's also been involved in numerous partnerships with Stephen Pierce and Jay Abraham, including the coaching club the three of them share, which has grossed over \$2.5 million in the past 12 months alone.

Implement
the
strategies
in this
session to
increase
your
conversion
rate

Rich: This is a special session. Stephen and I wanted to do something special for our list. So, we got together with Alex Mandossian. We love his course, *Traffic Conversion Secrets*, and we thought we would ask Alex to share some of his killer strategies.

Just to give you an idea of how powerful these strategies are, Alex charges between \$9,500 to \$15,000 to do website conversion audits for his corporate clients. They hire him to boost the conversion rates of their websites.

An interesting point that Alex shared with us is that of the 457 strategies he teaches, there are four which he relies on the most.

Eighty percent of what Alex does when he is working with these corporate clients is contained within these four strategies, and he is going to share these secrets with you.

Every one of you should make it a goal that your head won't hit the pillow tonight until you have implemented at least one of these strategies.

Stephen and I have learned a lot from Alex. When we have implemented his strategies, and we've seen dramatic increases in our conversion. We want you to take action and get the results that we have gotten from Alex's course.

With that, I think we should dive in.

Make sure you have the cheat sheet in front of you because Alex is going to be referring you to a lot of different sites that are using the techniques he pioneered. There is nothing like actually seeing it in action to accelerate the learning curve. Alex, is there anything you want to add?

Alex: I do. There are just three major themes for this session.

Number one, the list size does not matter. You can generate seven figures of income from a list of less than 17,000 uniques.

*List size
does not
matter in
the game of
conversion*

That is what I have personally done with my list, and it's less than 17,000 uniques — not 500,000, not 250,000, not even 50,000.

List size does not matter in the game of conversion.

The second theme is that these principles are principles. They are not tactics. They are the principles and fundamentals of why people will visit a website and actually take an action — whether that is getting onto your list as an opt-in or purchasing from you.

In fact, these are principles, and they are as immutable, as predictable and as reliable as gravity.

I want you to take part of a demo right now. Take a pen and drop it. I've dropped mine three times, and if I dropped it 300 times, it would keep dropping. That is gravity.

Just like the sun rises and sets, these are laws — that is why we call them laws. That's the second thing I want to share with you. I want to be completely transparent, as if you are one of my clients who I'm consulting.

The third theme is that from the hundreds of tactics and strategies that we teach in conversion there are four that matter most. That is because little things make a big difference on a website, and we want to make every pixel count. We want every word and letter to count in an email message.

Now, most of what I have done boils down to four laws. People generally don't get started with converting traffic or improving their conversion rate because they simply don't know where to get started.

The big problem is how to get started. What do you get started with?

I looked at what I have done over the past three and a half years, and I found that 80% — in fact, sometimes as much as 90% — of what I do comes down to four basic laws.

*These are
no-cost
strategies
that when
implemented
can double,
triple,
quadruple
or even
quintuple
your
conversion
rate*

I am going to be sharing four laws with you. I want you to put them down into compartmental strategies so you can start the moment this session ends, so you will double — even triple — your conversion.

If you use one of these laws, you will double conversion. If you use all four, you can quadruple or quintuple them. It isn't difficult at all.

The key to this session, everyone, is that you will increase your profits without spending a dime more on advertising.

Whatever you are spending on advertising or promotion, whatever joint ventures you have going on with your existing web presence, you won't have to do anything different.

By implementing these four laws, or just one of them, more people will say "Yes" to you as a result of doing what I am about to share.

Keep in mind our three themes. First, list size does not matter.

Second, these laws are immutable, so you don't have to relearn them. There is no algorithm that's changing. This is human optimization, not search engine optimism. The algorithms don't change. We have been wired this way for 40,000 years.

Third, there are four key laws of the 457 that I teach. It's the easiest and fastest way to get started.

These are very important principles we are going to discuss.

Rich:

That's a great point. Just to reiterate one thing you said, Alex, these are no-cost strategies which can double, triple, quadruple or quintuple the conversion rate of a website. Therefore, these can double, triple, quadruple or quintuple the volume, sales and profits from a website.

I don't know anybody who wouldn't want that — especially for free. Don't you agree?

Getting traffic is not difficult; the challenge is being able to convert that traffic into profits

Alex: I would agree. For a long time, Stephen talked about how to get targeted website traffic at zero cost. There is a huge demand because getting traffic and getting it for free is very important — especially when it is targeted.

Well, this is the flip side.

It is how to get more conversion and generate more cash out of that traffic, especially first-time visitors — those who have never visited before. That is zero advertising cost. It is taking the business and raising the bar on it so you have more profits doing the same thing.

Rich: That is exactly why we wanted you to share these tactics. Stephen has taught so many great strategies on how to get traffic, but if you don't convert that traffic, it doesn't really do you much good.

We want your secrets in order to convert all that traffic which Stephen has taught people how to get.

Stephen: I want to add one thing to that. The whole thing to getting traffic is not a mystery. It's not a difficult thing. It's not even a science anymore.

Whether you want paid or free traffic, it's become a no-brainer of Internet marketing for people who have been around for more than a day or two.

The biggest challenge is being able to convert traffic into profits that are tangible and can be used for other things that you want to do in order to enhance the quality of your life.

*Even if you
get a million
visitors, if
you don't
convert any
of them,
you have
zero dollars*

Many people are starting to realize that they can get a ton of traffic to their site, paid or free, but the big challenge they face is how they convert this traffic. They also wonder, "After I convert that traffic once, how do I convert those people again?"

Alex has taught us how to use a "shy yes" page to convert people to a client or a customer.

So, the big thing now is not really how you can get more traffic to your site whether it's targeted traffic, search engine traffic, traffic through optimization, pay-per-click traffic, traffic through joint ventures or affiliates or link exchanges or whatever.

Now, you need to know how you can convert that traffic and start to maximize the potential of your website for your businesses.

Alex: Amen to that. And, do you know what? Even if you get a million visitors, if you don't convert any of them, you have zero dollars.

Rich: You're actually at a negative because you have to pay for the bandwidth.

Stephen: It's even worse when you've been paying for pay-per-click, and you're not converting.

Rich: So, Alex, let's reveal your secrets.

*Good
marketers
are truth
seekers*

Alex: Once revealed, these secrets will no longer be secrets. Instead, they will be laws that you follow.

If you have your cheat sheet, I want you to go to the first law. There is a line next to it. That's where I want you to write this in.

What is the first law of web traffic conversion? According to my experience, here it is.

LAW #1: Always survey abandonment traffic.

What is abandonment traffic? Abandonment traffic is not the person who is coming to your website and lurking around. It's not the person who is opting in, and it's not the person who is buying.

The abandoner is the person who is leaving.

If someone buys from you and you're converting 2%, 3% or maybe 5%, you are doing outstanding.

If you have a \$250 product or service and two out of 100 people say "Yes," then you are getting \$250 multiplied by two out of every 100. That's \$500 for every 100 visitors. Therefore, that's a \$5 visitor value.

If you have a 50% affiliate commission, you are giving them \$2.50. That's a great visitor value. It doesn't happen often.

But, even if you are converting two out of every 100, what happened to the other 98%? Why are they leaving?

Here's one of the keys to this law.

Why should you always survey abandonment traffic? It is because good marketers are truth seekers. You won't get the truth from a customer. The customer will always rationalize their buying decision.

*If you want
the truth
about why
people
aren't
buying,
ask your
abandoners,
not your
clients*

A prospect will always rationalize their "shy yes" for opting in because they did it. They have to save face even if it was not a good decision. The only truth you can get is from a former customer or people who are abandoning.

You can't do that at a store. You can tap people on the shoulder and say, "Hey, why did you leave that Safeway grocery store?" or "Why did you leave that Wal-Mart?" But, people don't typically leave without buying.

The number one reason why people leave a store is because the checkout lines are too long. So, stores really bust their rear ends to make sure that the checkout lines aren't too long.

On a website, you can easily survey an abandoner through multiple methods.

This is a real life case study. When people buy cars and the dealerships give out those surveys, do you know that they have something like a 98% positive rating? People just spent \$40,000 or \$50,000 on a car.

If you asked me what I thought of the Lexus SC430, which I bought a month ago, I'm going to tell you it is the greatest car in the world because I just bought it and spent a lot of money.

Ask me in two years. I may have a different opinion.

I hate to be the bearer of bad news, but you don't get the truth from customers about your website. You don't get the truth from prospects. You will get fabrications. You will get rationalizations because they have to rationalize that decision. No one likes to be wrong.

If you want the truth, ask someone who abandons.

Let's look at three different places people abandon. Write these down in your notes. They abandon your shopping cart. They abandon your home page. And, they abandon your "shy yes" or opt-in page.

We will talk about the "shy yes" page with law number two.

*First, survey
people who
were one
click away
from
ordering
your
product*

Here is the first thing I do with a client's website. I go straight to their shopping cart, and I add a little popup. On that popup, I ask people, "Wait! Before you go, what is the single biggest reason why you are leaving without giving us a fair try?"

That's all I do, and I get answers.

I don't give them an incentive to give me that answer because I just want the truth. Even if they're annoyed, they will give me an answer, and they will tell me why they left.

They will give me a good reason such as, "It was too expensive. It was too hard to order. You violated my expectations."

They will tell me in an open-ended way why they left. I always start at the shopping cart. One thing that Stephen Covey said in his book, *Seven Habits*, is to begin with the end in mind.

If someone is in a grocery store and has \$100 worth of groceries, and if they empty that shopping cart onto the conveyor belt at the checkout stand, but they leave the store without completing that purchase, that's a tragedy.

People do that all the time on your website.

I want to find out from those people who were just one click away from ordering why they are leaving. That's the lowest hanging fruit, so I survey those people first.

Then, when I get that answer, I go to the home page, and I survey them. "Why did you leave the homepage without going to the shopping cart?"

Once I get that answer, I go to the opt-in or "shy yes" page. "Why didn't you give me your email address and first name? What do you have to lose?"

Typically, it is something that I didn't say in my copy or something that they thought was going to happen because of a headline I wrote, but it didn't.

*For an
exit popup
survey,
use non
permission-
based
audio*

Let's go to the first case study you have in front of you on the cheat sheet — www.AudioGenerator.com/popup1.html.

That one case study brought Armand Morin, Rick Raddatz — my two partners — and me over 300% more revenue on the shopping cart as a result of finding the truth.

The abandoners told us that they thought AudioGenerator was way too expensive at \$29.95 per month. So, we took that information, went straight to the homepage and told them in a new headline, "Discover how a measly \$1 a day can INCREASE your online sales, EXPLODE your eZine subscriptions, and send your competition running home crying to mommy!"

We simply put the price straight in the headline and proclaimed the positive side of the cost. That tripled our sales without spending an extra dime more on conversion. Notice, we did not change the price, just the headline.

As an anecdote to this, you'll see that most of these pop ups have audio.

If you go to www.AudioGenerator.com/popup2.html, you will see the exact same popup, but without the automatic audio. Instead, you have to click the play button to listen to the audio — it was permission-based.

Armand Morin tested this and our non permission-based audio pulled 346% more responses by having that audio play automatically.

The reason why we think this is true is because — think about it — when you leave a site, you have already lost mind share. You're gone. But, when you hear, "Wait! Before you go, what's the single biggest reason why you are leaving without giving us a try?" It's an open-ended question.

The head snaps up.

You look at it, and if you are a former prospect or an abandoner, you are going to do one of two things: ignore it or give them your two cents — and that's what we want. We want two cents.

*When
surveying,
look for 200
responses
to be
statistically
accurate*

Typically, I look for 200 responses online to be statistically accurate. When offline, we look for about 50 responses.

Depending on the traffic you get, you can get 200 responses in a day. I have one client who gets that many responses within an hour. On some sites, it might take a week.

With that survey off the shopping cart page, the order page, the home page, the "shy yes" page or opt-in page, you will get more information and more truth than you ever thought possible.

Case study number two, www.StopMarketingMistakes.com/exit.htm, is the *Stop Marketing Mistakes* case study. You will see it's the same verbiage as the AudioGenerator case study.

Case study number three, www.E-filtrate.com/exitpop.html, is also the exact same verbiage.

How do you get elegant with this?

Take a look at case studies 4A, www.1ShoppingCart.com/pop_advice.html, 4B, www.1ShoppingCart.com/pop_thanks_auto.html, and 4C, www.1ShoppingCart.com/autoresponders.asp.

You should have at least heard of 1ShoppingCart.

On 1ShoppingCart, when we had people abandoning, they told us four things. They told us, "Well, I need a merchant account." Guess what? 1ShoppingCart has a merchant account available.

They said, "We need an autoresponder system." Well, 1ShoppingCart has eBusiness tools that have autoresponders.

Third, they told us, "We need an affiliate management program." The professional version of 1ShoppingCart has an affiliate program.

*Use multiple
choice
options to
lead
abandoners
back into
your site*

The fourth answer was, "We need an eBook digital delivery system," which 1ShoppingCart also has.

They were overlooking telling their visitors more about this stuff. So, once we got that information, we conducted marketing Judo.

What is that? We are asking, "Why are you leaving?," and giving them multiple choices for their answer. You can see this, case study 4A, at www.1ShoppingCart.com/pop_advice.html.

When people picked "I need a built-in autoresponder system," which means they are leaving because they wanted an autoresponder system, then they would see case study 4B, www.1ShoppingCart.com/pop_thanks_auto.html.

That is the thank you page for the popup.

It says, "Did you know that 1ShoppingCart now puts the power of autoresponders at your fingertips for less than \$30 per month with unlimited email follow-up messages, free listserver and database included and free ad tracking that measures response rates."

We're doing marketing judo and handling that objection in real time right off the exit popup.

Also, if they say, "Please tell me more," we send them back to a page, www.1ShoppingCart.com/autoresponders.asp, which is strictly about autoresponders. Then, we offer them a \$3.95, 30-day trial on the entire system, not just for autoresponders, and we usually get them for that.

That one strategy started with an open-ended exit pop that was surveying abandonment traffic.

We found out why they were leaving. We took the top four responses and put it in multiple choice. We put in an "Other" category so they could fill in anything else they thought was relevant. Then, we used our little marketing judo technique to overturn that objection and get them into a \$3.95 trial.

*With an
exit popup,
you can
recycle
traffic that
you would
have lost
forever*

By doing this, we converted five and a half people out of 100 into a \$699 package sale. Those are people who would have been gone forever, but instead, we brought them back in.

We call that recycling. It's very powerful.

In my opinion, the exit popup, as long as it is relevant, is the single, most important piece of cyber real estate on the Net next to the thank you page for those who have ordered something from you.

That concludes law number one — always survey abandonment traffic.

Rich: Alex, could you please go through the four pages that you mentioned: the shopping cart page, order page, sales page and opt-in page?

You've used this exit popup survey method so many times, and every time you do it, you get stellar results.

Also, could you talk about one or two things that you see on most of the sites as a response to why people are abandoning? What are some of the big reasons that people give for not going forward with their order?

Alex: The number one answer always — which to me it's not an answer, but a throwaway — is that it's too expensive. People are often just being polite and answering it with that reason.

Rich: So, what is your strategy when you see that?

*Build value
with your
bonus gifts*

Alex: I always expect it. So, my strategy is if that's the number one answer, then I am really goofing up somewhere.

If I have a multiple choice phase two, like we did with 1ShoppingCart, I never put, "Do you think it's too expensive?" as an option. I always let them enter that in the "Other" category because I know that price is always going to be on their mind. It's a throwaway.

If you have a vacuum sales person who comes to your home and wants to sell you Kirby vacuum cleaner for \$1,200, it doesn't matter how much dirt it's picking up. The easiest way to get rid of that person sometimes is just to say, "It's too expensive. It's not in our budget."

That's the number one answer. When you see it, don't panic. It doesn't mean anything.

What that is telling you is something Stephen teaches a lot, and that is to build value for your product or service. You can build value with unadvertised bonus gifts on your shopping cart. Just be sure to show it on the shopping cart and not on the main page.

You build value by showing how much your bonus gifts are worth.

I was recently sitting in the front row at the Big Seminar listening to Stephen speak about his strategy of not just listing bonus gifts but actually putting the values beside each listing.

When you bonus overload people, all of a sudden, value takes on new meaning, and "It's too expensive" is no longer relevant.

If the majority of the answers you get are "It's too expensive," then I would do some type of ethical bribe with the "Wait before you go," some type of seven-day eCourse or some type of autoresponder coaching process to rebuild that value and start a relationship with them.

That way, they don't have to buy the product, but they can opt-in for free.

*Surveying
your
abandoners
will allow
you to find
out whether
or not you
are meeting
people's
expectations*

If they don't opt-in, then expense was not the issue. It was something else.

The second most common response is that they don't understand the offer. They don't understand what they're getting.

They actually say, "I don't understand what I'm getting. Do I get a CD in the mail or is this just online? Is it delivered purely digitally? Am I getting a three-ring binder?" Or, they might say, "I thought I was getting a three-ring binder, but it said that it was all digital."

My copy confused them, and their expectations were violated.

The third most common response is that sometimes people don't mention the price of their product until the very bottom of the homepage, or sometimes not even until you place it into the shopping cart.

So, people miss seeing it and say, "It's not too expensive, but I thought I was getting a free trial" or "I thought it was a different price, but it's showing \$247 on the shopping cart. That wasn't very nice."

Once in a while, you get some yahoos who give you their two cents, saying that it's not in their pocketbook and telling us what we can do with our shopping cart and things like that. But, you just overlook those.

The key is to get feedback, especially feedback about violating their expectations from the homepage.

A lot of people have disconnects between the homepage or the sales letter and the shopping cart. On many sites, people don't reintroduce the bonus gifts, don't reintroduce the benefits or don't reintroduce the guarantee.

If abandoners say, "Well, there's no guarantee to this," because you haven't listed it on the shopping cart, all you do is slap the guarantee on that page.

So, you just look at the types of responses they give.

*When you
learn
people's
objections,
take steps
on your site
to overcome
those
objections*

We use the ASK Database™, but you can use any type of database to get the answers to these questions. I'll even give a free application code to you. If you go to www.ExitSurveyGenerator.com, you can use that for free and stick that on your web pages.

It's a few lines of code. Have your webmaster put it up. It's there so you start surveying your abandoners.

Rich:

That's a great gift, Alex. When I first started online, I did this. I was selling eBooks. I mainly received two responses, and once I took care of those objections, it really boosted the response rate.

I was using ClickBank at that time, so I didn't have many options back then. One of the things that was one of the most common was that people were afraid to give their credit card information.

They didn't see that it was a secured transaction. It was, but I never said it on my site. Once I stated that it was secure, my conversion rates went up.

The other response was a lot of people said they would have like to have seen the table of contents first. So, I added that to my site.

Those two things alone boosted my conversion rate significantly. I don't remember the exact numbers, but I was extremely happy. Those two changes immediately boosted response.

Alex:

That's a very good point. A lot of people say, "I don't want to order online." That's a very common answer. It's probably the fourth most common answer. Therefore, we slap on our mail order form, and we pre-populate it. That really boosts response.

They can print that out and mail it in with a check.

*The closer
you get to
fact-based
marketing,
the more
money you
are going
to make*

You must have a toll-free number on your shopping cart or order page. Those visitors are ready to buy, so pay for the call.

Don't have a toll number. Have a toll-free number. Heck, it's like going all the way to the end of an infomercial and not having a phone number. Don't use that toll-free number on the home page, but use it on the order page. Those visitors are seriously looking at making a purchase.

You've got to have a phone number.

I put it at the very top of my order page because I typically close nine out of 10 people who call into our call center. They are ready to buy, but sometimes, even with https on the URL, they don't trust the online process.

Stephen: What you are talking about really comes down to the difference between assumption-based marketing and fact-based marketing.

A lot of people are trying to build business. They create wealth online, but their marketing is purely based on assumptions. That's why they experience a great deal of frustration.

The survey on exit allows them to get closer to fact-based marketing.

The only way you get closer to fact-based marketing is by developing a database of client data — preferably a database that can be very specific to each client, ranking them based on how often they purchase, how much they purchase, dollars spent, products purchased.

You need to start with getting some kind of feedback, factually, on why people aren't buying. Then, you can start to modify your site to match the realities of the marketplace of your target market.

The fact is, the closer you get to fact-based marketing, the more money you are going to make.

The longer you stay with assumption-based marketing, the longer you are going to struggle trying to make it and trying to have that breakthrough online with substantial, sustainable profits.

*Your clients
are the real
marketing
geniuses*

Alex:

We often say, "There's only one marketing genius, and that's the client."

We can only have guesswork, but client really knows why he or she is buying. So, if you ask that person why they didn't buy, and you have similar prospects and would-be clients coming through that targeted traffic channel, then all you've got to do is make a few changes based on what the marketing geniuses have told you.

Now, you've eliminated all your guesswork.

It's not coming out of your head. It's coming out of the consciousness of your market, and you become more market-centric versus product-centric.

Your product shouldn't be creative. It should simply be channeling the demand of the market. That is the only consciousness you should be tapping into, and the easiest way to do that online is to get the truth from these abandoners.

As I said in the very beginning, for whatever reasons, customers will rationalize buying decisions. Prospects will rationalize opt-in decisions.

You won't necessarily get the truth from them.

If you ask a former customer why they divorced you or returned their product, or ask an abandoner why they left, they won't hold back. They'll tell you exactly why.

Even though it may be ruthless compassion or no compassion at all, at least by finding the truth, you will make a heck of a lot more money from people who would have abandoned you without knowing that truth.

*Focus on
the drivers
of your
business —
your clients
and
customers*

Rich: This is so important because it means when you use a technique like this, your website continually converts more and more as you get more information.

That doesn't only increase your profits, but it makes your site more desirable for affiliates. Therefore, they'll do more marketing for you. It sets off an endless cycle of increased profits.

It's a great move, and everybody should be doing this.

Stephen: All techniques aside, one thing that you mentioned is a truth that everybody needs to write down. The only marketing genius is the client and the customer.

You need to understand that.

You can go to whoever your mentors are and learn marketing strategies and tactics, but the only way you are going to fully know what is moving your market is to be in touch with them and ask them.

You were making the point about not being product-centric.

That's true. You need to be focusing on the drivers of your business, which are your clients and your customers — the demand side of your business and not the product side.

Alex: We spent a lot of time on that first law because the deeper the foundation, the taller the building. Law number one is the foundation law, and the rest follow. These really dovetail each other.

Let's go onto law number two. Be sure to have that page of the cheat sheet in front of you as we go through this.

*Use the
"shy yes"
to get
contact
information
without
being too
forward*

Law #2: Aim for the "shy yes."

When you're going for a bullseye, you are going for the middle. You're not going for the side.

Here's a quick story about this. The single, most important "shy yes" of my life was on February 13, 1994.

I met a woman by the name of Aimee Rhodes. We were in Manhattan in the Soho district. I was introduced to her by, we'll call her an affiliate, who knew me and knew Aimee.

Instead of taking Aimee out to dinner, which has a lot of pressure with the kiss goodnight, the cab right home and whatever else, I just asked her out for a cup of coffee, which lasted about an hour and a half.

At the very end, she opted in and gave me her phone number with her first name. She didn't give me her last name because she could always change her phone number if I ended up becoming a stalker.

I was a perfect gentleman and got a "shy yes."

That was all I wanted at that time. I wanted a phone number with her name, so that I could call her up and follow up with her later.

The next day was Valentine's Day, so I did not contact her. I thought it would be too forward of me. I didn't know if she had a Valentine or not.

So, I contacted her on February 15, and we went out to dinner. That was our second date. I don't think I kissed her goodnight. I think I just shook her hand — again, I was a perfect gentleman.

Pretty soon, I was dating her exclusively, and about three to four months later, she acknowledged that she was dating me exclusively.

It's kind of like opting in, then exclusively reading your newsletter or eZine.

Go for the "shy yes"

Aimee ended up saying yes to my proposal for engagement. That was about three years later. That's like buying the first \$100 product online. It's not a total commitment, but you are pretty committed.

You're voting with your wallet.

A year and a half after that, she said, "I do," and she became Aimee Mandossian. That's like a coaching program — the \$1,800 course. That's in for keeps.

About three years later, my first backend came into the world, which was our son, Gabriel Mandossian. Then, two years later, my second backend came into the world, our daughter, Breanna Mandossian.

I look at the "shy yes" as the way to start a chain of events to build a business front end and backend alike.

If you know how to have a relationship with anyone, you can understand how to have a relationship by courting your clients and customers online or offline. You don't have to relearn that. Yet, how many of us want to have a one night stand with our clients and customers?

How many of us want to leapfrog from that courting process and go from a "shy yes" to a "yes-yes."

We don't do it offline in the dating world or in the relationship world.

Thanksgiving is coming up. I'm not going to go to a parking lot and invite people to my home and say, "Do you want to come for Thanksgiving dinner? We're having great turkey." They'll look at me like I'm from Mars.

Yet, we do that every single day online.

So, what I'm asking you to do is go for the "shy yes." Go for the first date. First time buyers will become buyers. They will decide, but don't go for the jugular vein, which is the "yes-yes."

*The number
one reason
people return
product is
lack of
communication*

Divorce in marketing is kind of like getting your product returned. It happens for the same reason that it does in a relationship.

Men and woman were surveyed, and both stated the number one reason for divorce was lack of communication. That's the number one reason people return product. They weren't communicated with after they ordered a product.

So, the second law is go for the "shy yes." Customers and clients are far more willing to give me a primary email address and their first name than they are to give me their money.

I've had as high as 80% of people who were willing to give me their first name and primary email address just to get access to my website versus buying.

Now, once I have their email address and first name, I can build a relationship with them.

I am honoring that slow rapport building that is so important because rapport is built with a beginning and an end. You have multiple dates with people, not just one long date.

The principle here is the willingness to intimacy in marketing takes time.

I have one client a few years back who paid me \$62,000 in a year. But, it wasn't on his first visit. It wasn't on his second visit. In fact, he told me that he went through my 28 message autoresponder twice. He went to seven or eight free teleconferences and saw me on two stage presentations.

Then, he finally pulled the trigger and launched into consulting.

I don't do private consulting anymore, but he was a private consulting client, and I became \$62,000 richer because I was courting him from a distance. He became more and more comfortable until he said yes.

People are
more
willing to
give you
information
rather
than their
wallets

Take that story to heart and take a look at some of the case studies from law number two because they are "shy yes" pages. One of the masters of the "shy yes" is Stephen Pierce, as well as Rich.

The bottom line is people are a lot more willing to give you information rather than voting with their wallets.

Case study number one is a "shy yes" page from *Marketing With Postcards*. If you go to www.MarketingWithPostcards.com/freechapters, you will see a very unique permission-based "shy yes" page.

Case study number two is www.SpeakingWithJohn.com. The main root domain takes you straight to the "shy yes" page. You don't see 6,500 words, which I wrote for John Childers who has a \$25,000 public speaking training course and seminar he does every other month.

I'm his marketing director. I don't take you directly to that 6,500 word homepage. I could but I think you'd leave me.

Instead I take you to a "shy yes" page with less than 150 words, and I tell you, "If you want instant access to this page, give me your first name and email."

If they abandon my homepage, at least I have their email address and name. They will have to unsubscribe to get out.

Case study number three is www.eBookGenerator.com. It took me a good year to convince Armand Morin to put up a "shy yes" page rather than going directly to www.eBookGenerator.com, and Armand is one of the great marketers — online and offline.

He has told me that that page generates up to 42% opt-ins. When his homepage was the main opt-in page, it generated 6% opt-ins, at best.

People are not as overwhelmed when they go to a page that has one purpose in mind. Give me your first name and email address.

*Help your
customers
make the
decision to
give you
their email
address*

Some people kind of freak out and think, "Well, there's not enough copy there." So, give them enough copy to give their first name and email address.

There's an old tale in Aesop's Fables. He talks about the donkey who is standing up and looking at an apple and a pear. He's starving and looking at the pear and the apple, the apple and the pear.

Then, he collapse and starves to death because he can't make a decision.

Well, that's how your first time visitors are. They can't make a decision, so don't make them decide on handing you money.

Make them decide, "Do I give my email address to this person?" Believe it or not, ten, twenty times more of those people will say yes to that than actually buying something. You can build a relationship with them.

Case study number four is an opt-in. It is a personalized opt-in at www.SmartCover.com. Go check that out. It's a very simple script. It's very powerful.

It's designed for women, but you can do the same thing on any page where the homepage becomes a personalized page. I've been using this technique for about three years. I know our buddy, John Reese, uses this a lot. It's very, very powerful.

The autoresponders themselves are personalized because of the information they are giving us with drop downs.

We will talk about some of the case studies that Stephen uses with drop down menus. I love drop downs because it allows people not to choose as much, and it makes it a lot easier on them.

Then, case studies number five and six are both from Stephen. They are www.4AmazingTrades.com and www.4ProfitsNow.com.

*Reassure
your clients
that you
are not a
stalker*

Before I hand it over to both of you, I want to mention the importance of the “shy yes” and explain what it has meant to your business.

I personally believe that for a first time visitor, a privacy policy is a lot more important than a guarantee on purchasing the product.

Before you can tell people that you are going to marry them for life, you’ve got to let them know that you are not a stalker in dating them. I’m serious. So, a privacy policy is very important in telling them that they can unsubscribe at any time.

You can check the privacy policies out at www.SpeakingWithJohn.com. It’s right there. You can check it out at www.eBookGenerator.com. I’ve written them. You can even use them verbatim. Many people have without my permission. You can use it with my permission.

Check out the privacy policies that Stephen has in case study five at www.4AmazingTrades.com and case study six at www.4ProfitsNow.com.

A privacy policy is reassuring them that you will not be a stalker or a spammer. I have one up at www.TeleseminarSecrets.com. It says, “I hate spam and respect your email privacy.” Sometimes it’s just one sentence.

Remember one thing. Everything counts. Every pixel counts on a “shy yes” page, and I have found that just putting the word “submit” on the button doesn’t work nearly as well as putting a call to action.

Stephen has his own calls to action in case studies numbers five and six. I’m sure he has found that those work. For me, “free instant access” with two little arrows worked even better than, “free instant access!”

I’ve tested it.

“Yes. Rush me my free special report” is one of Stephen’s call to actions on his button. I’m sure this works well for him.

*Give them a
call to
action, as
well as an
ethical
bribe*

It is very, very important for you to consider putting a call to action on your button on your "shy yes" page, as well as an ethical bribe.

Put them in an autoresponder sequence which will be law number three, the follow up.

But, make sure you give them some type of ethical bribe before sending them to the homepage.

If your not able in 250 words or less get them to give you their name and email address, you have no shot at ever getting them to vote with their wallet on the homepage.

Back to you, Rich.

Rich: For those of you who have read Stephen Pierce's *The Whole Truth*, the "shy yes" is the same thing as Stephen's name capture page. I just want to make that clear.

We used this strategy with the Abraham Internet strategy calls that we did, and it worked like crazy. I wanted to explain how well it worked.

We did these calls with Jay Abraham. They were \$300 or \$400 for a series of two or three calls, and we sold a lot of people.

We had a little over a thousand people pay us for that series of telephone calls. It was a successful venture.

We had a "shy yes" or a name capture page up front. That was the homepage. We had 30,000 people opt-in to get the free special reports that we were giving away for opting in.

*Try giving
the people
who opt-in
but don't
buy a
different
offer*

After the call, we went back to this huge list of people and said, "1,000 of you were on the call, but that meant that 34,000 of you weren't. Maybe you didn't think that we could totally transform your business in just two or three calls. We understand that. So, what we are offering right now is a much more intensive 13 call, with a live seminar that is \$5,000."

We sold over 500 people a \$5,000 program and all those people came from a "shy yes." We did \$2,500,000 just from this strategy alone.

The "shy yes" not only allows you to name capture, it not only allows you to get a much higher opt-in rate, but it also allows you to make a different type of offer to the people that are opting in.

You don't know what the prospect/client is looking for. So, common wisdom would say if they didn't buy a \$400 call, why would they spend \$5,000? But, that is exactly what we got a lot of people to do.

For some reason, it seemed more appealing to them than being on two calls for \$400.

The point is, you won't know unless you do it. Once you have their name and their opt-in address, you can start to build the rapport and put different types of offers in front of them. They will vote with their wallets which is the best offer for them.

Alex: It's interesting you brought that up, Rich. I personally think Stephen's name capture is a better word or description than "shy yes."

I like "shy yes" because it's almost a yes-yes. But, name capture versus order capture, you are going for the name first, then the order.

You've got to know who the person is and the person has to get to know you.

Do you know the number one reason why I use a name capture page? It's

*Let the
prospects
get to know
you*

not to create a prospect so that they can become a customer. I'm a contrarian. That's not why I do it.

The number one reason I capture their names is to be able to survey them why they didn't buy my primary offer, like you did with Jay Abraham.

I always try to look for the majority of people who didn't go for the offer and try to implement and improve my marketing by removing the guesswork and asking the marketing genius.

So, by having that name, it's kind of like having a perpetual person to survey and find out why they didn't do it, and find out different business opportunities.

I know who went for the offer. They paid me, but what about the majority of people who didn't go for it.

When I name capture them, I can survey them. It's better than an exit pop. It's a solo email. And we call that the ASK™ methodology.

It goes back to law number one. Always survey your abandonment traffic. These guys are abandoners. They didn't go for it. They're indifferent.

That's why I do it, and everyone else should be doing it as well. These are fundamentals. This isn't anything new. Everyone reading this should know about it.

If you are rolling your eyes and saying, "I've heard this," then my response to you is, "Are you using it? Are you using it to double, triple, quadruple or quintuple your conversions because it's been under your nose all along."

I want to goose you a little bit.

*Allow
people to
sample
your
content*

Use it because once you do, you will have a lot more cash. Sometimes you've got to turn it off because you don't know where all the cash came from. Your affiliates will be smiling wider.

You will be smiling wider and you will be increasing your profits and decreasing your customer acquisition costs, which is, I think, why we are in this business in the first place.

We want to lower the customer acquisition costs as much as we can by capturing their name and by surveying why they didn't buy.

These two laws work well with each other in finding out the truth and connecting all the dots to market it.

Rich: I agree. Stephen, do you want to lay some pearls of wisdom?

Stephen: Yes, I want to add to that because our entire business model is built around giving value first for free and allowing people to sample until they're so sick of it that they want to buy something.

A lot of people are afraid to do that maybe because they're short on content, or they don't understand the importance of it. But, we are not shy.

For example, people know that we have a trading business. One thing we've been doing since 1997 is giving people full daily trades that they would have to pay several hundred dollars a month for someplace else.

If you look at the track record, it has been more profitable than many paid futures and commodity trading services. We never converted it to a paid newsletter, nor did we ever ask them for money for it, but it has people stuck.

*Welcome
everyone
from your
target
market to
opt-in*

If they don't get the emails, they call us and complain as if they are paying for the free trades. The whole thing is that we are allowing these people to sample our content.

Here's something that's important. When you allow people to sample what it is you have, you have to make sure that it's congruent and consistent with what the product is.

You can't be selling a product on gardening and having people sample stuff on woodworking.

I know that's an extreme but the thing is a lot people kind of miss the mark. They have these autoresponders that are set up with free content, but the content is not even anywhere near consistent with what the end product or the initial product is that they are trying to sell to the marketplace.

It's really simple.

Alex made the point that this information is not new. But, are you really using it?

Through the years that we've been testing and modifying our marketing strategies, we have never changed this one fundamental truth and fact that continues to build wealth in our life.

That is that we always welcome everybody in our target market to opt-in and get all you can eat content.

You aren't buying anything, but you're going to get a little sick because you are going to start to see that the more free stuff we give you, the more we are going to start to hammer you with commercials.

Some consultant people will ask, "How much is too much?"

*Only those
who risk
going to far
can possibly
discover
how far
they can go*

It brings a quote to mind that says, "Only those who risk going to far can possibly discover how far they can go." Nobody can tell you how many emails are too many emails to your list. Nobody can tell you that.

With our list, we continue to push the envelope with free content, and we continue to push the envelope with promotional items.

You will have some people that will drop off the least segmented list. But, because our lists are highly segmented and highly targeted, we can promote the crap out of products and hardly have anybody drop off our lists.

We have a specific strategy that put in place to have our list set up that way so that people are almost afraid to leave our list.

They will sit there and accept these emails because they've gotten to the point that they are afraid to leave our list because they feel they are going to miss out on something based on the high volume of sampling our free actionable, impactful, immeasurable content that we give.

So, whether you want to call it a "shy yes" page, a name capture page, it is absolutely important because it allows you to position yourself as the expert.

You can prove to them that you know what it is your talking about and that you have this value that you can inject into them.

Not only are you expressing this value for free, but you are telling them, "just imagine what next level we can take it to if you accept this proposition." The proposition is going to cost them something.

If you want to have that audience, if you want to have that opportunity to prove yourself to people, you need to set up those pages that allow them to come in and give them solid content.

I am not talking about regurgitated stuff from other people. I am talking about actionable, impactful, measurable content that when they use it, they will say, "My Gosh, I would have paid for this."

*Make sure
your
prospects
know you
are all
about
giving
them
value*

They fall in love with you, and they become your stalkers. They are constantly looking for emails.

They will email you saying, "Did I miss an email? Did you send anything? I was just checking. I didn't get anything from you."

That's the kind of stuff I'm talking about where they are just so up on you. When you send them an offer, they are just so on it.

They won't even question it because of the relationship that you've established with them.

They know that you are all about giving them value because of how much value you gave them for free.

Alex: I'll give you a great example The only thing we are selling in this eBook is our passion and the fact that these fundamentals work. We feel it's that important.

Another thing everyone should have is a testimonial page as one of their name captures or "shy yeses" because even if people don't buy from you, they are still taking action.

So, I want to give a page out, and I welcome you to give me, Stephen and Rich feedback.

I am going to give you something in return for that in addition to what we've given so far because it's that important.

It's www.AskMyList.com/testimonial. Go there after you've read the book. Give us an audio testimonial or candid feedback. Tell us what you thought about this information. In doing so, you are going to get my value calculator that I use with my clients.

*Take the
pulse of
your
customer's
by asking
for
feedback*

It's a little spreadsheet I put together for myself . I think you'll find it to be very, very valuable.

You just need four inputs, and you can get the conversions on any kind of site from value per visitor to pay-per-click costs to everything.

You will find it to be very valuable. But what do I need? I need your first name and primary email address.

You should have a page up like that at all times because no one is buying anything from this eBook. But, by getting feedback, we'll see if it's worthwhile for us to talk more about some of these techniques, strategies and laws.

That's how we are taking the pulse of everyone reading this.

One more time, it's www.AskMyList.com/testimonial. Please, as soon as you finish reading this, go there and give us your audio feedback or testimonial about what you thought about the content we are delivering.

Stephen: Let me just add one more thing. I really don't want people to miss what we're talking about right here. You will never have a lower cost opportunity to allow people to sample what it is you are giving them for free.

Listen, this is a process that works.

Psychologically, the impact it has on your marketplace is huge. Why do you think you have all these seminars that have come on TV.

There are infomercials selling you a free seat to a real estate seminar or an investing seminar to get you in there. They want to keep you in there for an hour to two hours, giving you more free content.

Allow the client to do things at a pace that is comfortable for them

Then, they show you these huge packages.

There's one company that I know has made over \$50 million doing it in just one year.

That's because they understand the psychology of being able to give people enough overwhelming evidence and free content that it pushes them right through that threshold of wanting to buy.

When you go into a mall, you don't have sales people pushing you. How would you feel if the sales people rushed you at the door. "Look at these jeans. Look at this shirt."

They are just trying to sell you before you even get to the door. You haven't smelled anything. You haven't touched anything. You haven't sampled anything. You haven't experienced anything.

They allow you to be engaged in their environment, to experience everything and do it at a pace that's comfortable for you. You cannot have this "one size fits all" mentality.

You can't always sit there and try to push your needs on the marketplace.

I'm saying that those who are successfully marketing online and doing it with sustainable and consistently growing profits are doing it methodically. They're doing it deliberately through processes that are drawing people in and allowing them to sample until they're so sick of it that they've got to purchase something from you.

The content has to be actionable. It has to be impactful, and it has to be measurable. It can't be boring. It can't be ho hum.

It has to be so unique and so intact with their life, it's like, "This is the guy that I have been looking for. This is my go-to guy."

*Allow
customers
to sample
the true
essence of
what your
offering is*

The moment you send them a proposition that has some kind of financial investment on their part attached to it, you're not going to get people opting out asking, "What's your problem trying to sell me something?"

You are definitely not going to send out the email and not have anybody respond. You will be shocked at how many more sales you will get.

You will be shocked at how much your business will grow if your main focus is, "How much content can I give you for free to transform and change your life to prove to you that I'm who you need so you'll buy from me and consult with me on a consistent basis until the end of time?"

Alex: I get goose bumps listening to that because it's so true. It's absolutely true, and it can't be forgotten.

Stephen: Before we go to number three, I want to say one more thing. This is going to be my third shot at trying to drive this point home.

You can buy all the courses you want, and I encourage you to do that. You can go to all the seminars you want, and I encourage you to do that.

But, personally, I don't feel that there is anything that will bring over more clients and customers than allowing them to sample the true essence of what your offering is.

You can suck at writing copy, but if you write it just good enough to get them to opt-in and sample the impact you can make on their lives, you will outperform somebody with stellar copy.

I know that because we do it in our industry. We have people who are ten times our size that contact us asking how we are able to do what we do.

*Never
withdraw
free
content*

There are companies that have some of the largest websites out there of affiliates in our marketplace.

When it comes down to measuring who is outperforming who, this little guy who works from his home with a decent site, spread around the Internet, seems to be outperforming everybody.

It is because we pull people in in a completely different way, and we never withdraw the free content.

Our content doesn't ever end on them. There is not an autoresponder series that disappears, and it's not stale content. It's all dynamic. It's all active. It's all constantly flowing and moving.

And, it's to the point that they do not want to miss out on it. If they don't want to miss it, whether they tolerate it or they accept it, those marketing messages are going to come.

Here's the thing. Because of the value that we give them, they know that we would never send them a marketing message that's propositioning them to pay for something if we did not feel that it was going to move them vertically.

That means moving them higher and closer to where it is we know they want to be based on the data that we've been able to collect on them.

Alex: Well, if there's any doubt of what Stephen is saying, if there is any naysayer who says, "I don't want to do it that way. It doesn't work for me," think about this.

A car is a big investment. A home is a big investment. Don't you test drive a car before you buy one?

*You can't
give shady
or shoddy
service
expecting
to make
millions
online*

What if the sales person says, "No, I'm sorry, you've just got to buy it first, then you can test drive it." What if you went to a home and you were told, "No, you can't come to the open house. You can't look at the bedrooms. You've got to buy it first."

Would you? That is exactly what you are doing. As absurd as it sounds, that's what you are doing when you are not letting them sample your content.

If you don't have content, it's a good enough reason to do it because you're not going to have the sustainable sales unless you get to demonstrate greatness through sampling and through dynamic, flowing, meaty content like Stephen is talking about.

Rich: One thing I'll just add to that is that Stephen gives such good content. I've been at his house when it's happened.

People call him when they don't get their free email for the day. It speaks volumes when people are calling in because they didn't receive your free email.

Stephen: Here's the thing that's interesting on that. They are able to call us, and they are getting this free service. They know when they call our office, they are going to get a real, live person, and they are going to get a rapid response.

That's a totally different topic, but it's about operating your business on the level where you want to be. You can't give shady or shoddy service expecting to make millions online. It's just not going to happen.

Let's go ahead and jump into number three.

*As a truth
seeker, you
want to
find the
truth*

Alex: Just to recap, law number one is always survey your abandonment traffic. As a truth seeker, you want to find the truth.

Law number two is aim for the "shy yes." That's what we just went over. I hope you see how important that is.

Law #3: Build your rapport through follow-up.

Gain trust through follow-up.

I am going to have the the honor, to work with Stephen M.R. Covey, who is Stephen Covey's son.

Stephen Covey, Sr. has said publicly that it is because of his son that his business went to such a high level at the \$100,000,000 range.

Stephen M.R. Covey is bringing out a book called *Business at the Speed of Trust* next year. Trust is so, so important in any business communication or any interaction.

Trust is what makes marriages work. Trust is what gets the people to take out their wallet, vote with their wallet and buy a product.

Trust has a lot to do with business. To know, like and trust someone is really doing business with them.

I believe trust comes with follow-up. Follow-up is extremely important in an over-communicated, over-marketed society like we have these days.

If you've ever read any of the books from Al Reese or Jack Trout, they mention that there are over 3,000 marketing messages we are bombarded with each day in any metropolitan area. That's 24,500 a week. That's 1,240,000 a year.

If I pick up a book and see it has one long chapter with 300 pages, I put that book down. It's not interesting to me.

*You want
to give
people
breathing
space
between
the
messages*

If someone has a message for me and it's twenty minutes long, I stop listening because it's not important enough for me to take that time, especially if it's one message.

If I get follow-up and the follow-up chunks the messages, and if it's a book that has 50 chapters that are two pages long each, that is interesting to me.

I almost trust that author more because each chapter is a beginning and an end, a tip and a tail. This is a very, very important point.

I make sure that my autoresponders that I use for follow-up are chunked. I make sure they are easily read.

This means the width of the margins when they are printed has about 55 or 60 characters instead of going all the way to one side and all the way to the other. They are not big blocks.

You can write the same exact message in one big block. It will get deleted, but if you chunk it and write one or two lines per paragraph, that will get read.

The follow-up is key to keep going with it. Whether it's free content or reminders to read the content that you gave them, and we call that consumption, what we want to do is give people breathing space.

My good friend and colleague, Tony Geary, talks about this in his book called *Life is a Series of Presentations*.

You want to give people breathing space between the messages. That's why when you first meet someone and you are courting them, whether it's a best friend or your future wife or lover, there is space between dates.

When Aimee and I met, there was a whole day spaced between when I asked her out the second time. That's why we wonder, "Should I call this person, or am I calling too soon?"

*Building
rapport
should be
a top
strategy
for you*

We think about that in rapport building stages of outside intimacy building, which is relationships. But, we don't think about that in marketing.

For some reason, we think that, as human beings, we are immune to that in the marketing world, when we are wired the same way. We are human beings. We are mammals.

So, I am submitting to you that 10 one minute messages are far better than one 10 minute message.

In fact, please pardon my French on this but, one 10 minute message is like vomiting on your prospects. They don't want it. But, giving 10 one minute messages is like giving hors d'oeuvres and teasing them. It's like breadcrumbs leading to your digital home until they finally say yes.

There is something magical about a beginning and an end. If you have one long message and it's the only one that you have, then that only has one beginning and one end.

If you just break up your autoresponder messages into three and four instead of singles. Then, you have three or four beginnings and ends, tips and tails.

There's something magical that happens in that space. It's like, "Oh yeah, we know each other better."

There are people who teach dating strategies. They say if you date someone twice in one day, once in the afternoon for lunch and later, at night for dinner, you will have better luck with that person than if you had one long date all day.

Why is that? Because the date in the afternoon has a beginning and an end. Then, you change and go out to dinner. That has a beginning and an end. You can make an assessment of that person a whole lot easier.

*You get
their money
with
consistent
follow-up*

Autoresponders are the same way.

After you have surveyed your abandonment traffic, law one, and you've gotten the "shy yes," law two, now it is time to turn those "shy yeses" into yes-yeses.

You don't want only their name, but you want their money. And, the way to get their money is with follow-up that is consistent.

There is one caveat to this. People only follow-up with prospects. It's the biggest single mistake I see with conversion with clients, even colleagues. Shame on me — I've done it, too.

You will find that many people have seven in their opt-in autoresponder sequence. Some people have 70. Marlon Sanders has 365, in some cases.

That's good with prospects, but isn't it seven, eight, 10 times easier to turn a customer or a client into a raving fan, or an evangelist as I call it, than it is to turn a prospect or a suspect into a customer or client?

What I see with order sequences is often, there is only one autoresponder when someone orders a product.

It's called "day zero." As soon as they order, they get something back that says, "Your credit will be charged to Heritage House Publishing. Blah, blah, blah," and that's it. There's no follow-up. There's no cross sell.

There is no coaching that follows that order.

That is the single biggest mistake people make. So please, if you learn anything from this eBook, always have a follow-up sequence to build stronger rapport with your customers.

It's not the end. It's the beginning.

*You must
give people
content
and
direction*

Let me give you some examples of great follow-up sequences. If you go to www.MarketingWithPostcards.com, that page will pull 1.4% for first time visitors. It will pull 12.5% for the autoresponder follow-up.

Think of that. Just by having an autoresponder follow-up, it is pulling over 10 times more.

I've got to give case study number two. It is www.The-Whole-Truth.com. You'd better have that in your swipe file. That's actually what got my attention with Stephen Pierce.

I got these content-rich messages from his office after opting in, without having even known him a couple of years ago.

I said, "Wow! Look at all this content I'm getting as follow up," and it just kept coming and coming. It's never enough.

Look at us now, we are working on this together. We've done business together. We've made good money together.

So, take a look at that. It's extremely important.

Case study number three is at www.AuctionSecrets.com. Autoresponder sequences are not only good with your prospects and customers, but John Reese has one of the best for affiliates.

Do you want to get people to sell for you? You had better start giving them content, and you'd better give them direction.

If you go to www.AuctionSecrets.com and sign up as an affiliate, you will see some of the best autoresponder sequences for affiliates.

I highly recommend you do that, if not for a swipe file, definitely be an affiliate because that's a very successful product.

*How you
allocate
your time is
extremely
important*

Case study number four is at www.SmartCover.com. That autoresponder series is before and after pictures for the product, and they are all in html. We are demonstrating what is possible with Smart Cover.

We're saying, "If you use this product, look what's possible. You can cover your tattoos. You can cover your blemishes, your adult acne, etc."

It has to be relevant and specific to what you are selling.

Case study number five is at www.MindMotivators.com. There are two important points here. This is something that Yanik and I did as a customer appreciation teleconference, and it turned into a very successful product.

You will see that there's an opt-in box in the middle of the homepage. You will find that there's an exit pop that allows you to opt-in, as well.

We are giving 11 mind motivators of the 21, and we are giving you examples of how I personally used those mind motivators in my sales copy, of how I'm getting you to opt in.

That's powerful, and it's very curiosity-based. We get a lot of people opting into that wanting to know, "What mind motivators did you use on me to get me to opt-in?"

The final case study for law number three is one I used for one of the exit surveys. It is at www.E-Filtrate.com. Click that link, and check out Dory Friend's autoresponder sequence. It's about content checking and spam filters. It's a very good sequence. It's very content-rich.

I want you to know that there are only 86,400 of something that you are allotted every single day. You don't get any more. You don't get any less.

What are they? Those are seconds in the day. How you allocate that time is extremely important.

*Use all
your
resources
for
follow-up*

You'll be using a follow-up system that's automatic, that never asks for a pay raise, that always shows up on time, never argues, never is in a bad mood and you typically write it once or twice.

You improve upon it, and it works hard on your behalf day and night to capture more sales and profits.

Please use autoresponders as follow-up.

Make sure that the messages are full of content richness and just long enough to give enough content so they are waiting for the next one. But, make sure they have some level of continuity. You want them waiting for the next one.

Put in a tease. Great direct mail letters will always get you to the next page because they won't complete the thought on the page before.

You might want to do that with every single autoresponder so that they are waiting for the next one, like Stephen does.

You can have FAQs, frequently asked questions. You can have testimonials. You can have letters from your mailbag that are coming in from your customers.

It is extremely important you use all these resources as follow-up because this is how you build rapport. When you build rapport, do it with your prospects.

To me, it is important to make sure you have autoresponders going through one year with your customers. That's the most overlooked part of follow-up in building rapport.

People don't want to strengthen relationships with customers. What they want to do is create relationships with prospects. That's a huge mistake.

Serve your clients filet mignon

My mom was extremely bright. We grew up with humble means. She served us filet mignon. Guests got chuck steak.

Most people do the opposite. They serve filet mignon to guests to impress them and the family gets chuck steak, but we got the prime cut. Although it took time to save up for it, she served the family filet mignon.

Serve your family filet mignon. Those are your customers and clients. They will be happy to give you more money so you can finance their filet mignon.

Guys, back to you.

Stephen: I'd like to give you the three Cs of follow-up. They are the three Cs that we've constantly built our follow-up around. They are cannibalize, contradict and consistent. I'll give you a quick snippet of each one.

Whatever you do, do not cannibalize offers that you send out through the follow-up process. For example, don't send out an offer for a traffic program today and within five - seven days, send out different offer for another traffic program.

They are going to end up cannibalizing each other. You are not going to make as much money from them as you would have if they had been strategically spaced at different times.

Show them how one actually enhances, complements and amplifies the other. You cannot contradict yourself in your follow-up process.

You can't send out a message saying, "This is the greatest offer! You will not need anything else after you get this." Then, two weeks later there is another offer.

*You want
to be
consistent
in
everything*

They'll ask "If that was really the greatest offer in the world and I never needed anything else, why in the world are you trying to sell me something else?"

You have to be careful about what you are telling people. As far as being consistent, you want to be consistent in everything. Make sure you are paying attention to what you are sending the people on your list.

When we release new products, we justify the existence. The reason we are able to get a lot of people who continue to buy from us is because we justify their existence.

When we create them, we make sure that in the product creation process, we are taking into consideration what the market is saying. The product is created around that so it enhances it.

You want to be consistent. You don't want to be all over the place where it seems like you have no method to what it is you are marketing and what your process is all about.

So, whatever it is, do not cannibalize your offers. Do not contradict yourself in your follow-up and always be consistent whether you follow-up online or offline.

When we send things offline, we always have bounce back offers in every single product that we send out. That, by itself, is a huge profit center for our business.

I think it's insane if people are shipping physical products, and they don't have a bounce back offer to immediately capture them in the moment of ecstasy when they receive their product.

You always want to take that opportunity to seize every single moment. We have something that we call "marketing timing."

*There is
always an
optimum
time for
you to
present an
offer to
people*

In trading, there is something called, "market timing." It's critically important to buy at the right time and sell at the right time.

In our marketing, we have "marketing timing," meaning there is always an optimum time to present an offer to people.

Your marketing timing will probably be completely different in your marketplace than what it is in our marketplace.

With your marketing, find out the rhythm of your marketplace and find out what the best times are. I'm not talking about time of day.

I'm talking about time as far as psychology in your market — when the best time is to send an offer.

Rich: Stephen, one of the things that actually impressed me before I even met you was the whole PDF strategy that you use in your follow-ups. It was such a great strategy.

I saved all of those as opposed to them just sitting in my email box. They were longer messages but they were short for PDF and they delivered such tremendous content that I still have them. I have them printed out, and I refer back to them every once in a while.

Do you just want to talk about that strategy for a few minutes?

Stephen: One thing that we use is called "value association." A lot of people, especially in the marketing marketplace, buy eBooks. They come in downloadable exe files or PDF with PDF files being the most popular.

Before we started doing the PDF, everybody was just sending out their newsletters and content in text format. We decided to do it a little

*Trim the fat
and give
the clients
meaty
content*

differently and send a short email with a link to the actual PDF, which would hang around much longer. It wouldn't get put into a file where they would just dump it and forget about it.

We always made sure that the PDF provided real, serious content.

The thing that made it different is that with the PDF, we were able to put in any kind of graphic images we needed to illustrate a particular point.

It made the process of making the point of the content delivery much easier than trying to illustrate with words only in a text-based email. People loved it.

Another thing it allowed us to do was to embed different tracking links inside of all the PDFs.

We were able to find out how viable the PDF was from the first contact and how many people were actually getting the PDF for the first time and going back and purchasing copies of *The Whole Truth* or coming back to be affiliates or opting into the list.

It was very telling and surprising how far our PDF would go. And, it wasn't because it was just a PDF. It was because it was a PDF that was much easier to pass around, but it also had serious content.

We had people who would write us and ask us why we were giving that stuff away for free. They were willing to pay for those PDFs even though some of them were only five pages long.

We trimmed off all the fat and made sure that it was meaty content.

We could have just waited and put together another book. It wasn't stuff that was already covered in *The Whole Truth*, and it wasn't stuff that people would be able to go someplace else and get.

*Make sure
your
content
is solid*

These were strategies that we were using ourselves in-house. It wasn't stuff that was just being made up or being taken from other people.

There were a lot of original strategies and original methods we were using and sharing with people.

It seemed like the marketplace found it rather refreshing, not just to get the PDF format, but they were getting some real solid content that they could use immediately. They could measure the impact on their business and their marketing progress.

With that excitement and the PDF format being easy to send around to other people, they would do it. They would send it around, and we would constantly measure the clicks.

In fact, with the software we were using, we had circulated so many PDFs, we had to reset the database about seven different times.

People love getting PDFs. There's a huge amount of value associated with them. However, you have to make sure the content is solid.

We didn't send around "feel good" messages. We sent around actionable strategies that actually broke it down for people to use, take and do something with it. You could get some kind of measurable results from it almost immediately.

Alex: **Law #4: Multi-method marketing works best**

The last and final conversion secret or strategy we are going to share is what Stephen likes to call multi-dimensional marketing. I call it multi-method marketing. Stephen, why don't you start explaining to people what multi-dimensional marketing is.

*You must
gather and
mine client
data*

Stephen: I mentioned earlier that a lot of people operate their businesses purely on assumptions and not on facts.

The only way to start to have your business be driven on facts and really start to maximize the amount of money you can make is by gathering and mining client data.

Let me give you an example. Let's just take keywords for example. Many of us use keywords for our pay-per-clicks, and we use keywords to build our organic search engine pages for optimization.

However, there is a certain threshold that your keywords are not able to get through regardless of how detailed or how targeted those keywords may be.

For example, if somebody is looking for shoes, that doesn't mean anything to you because the universe of shoes is so huge that it's impossible to target on just that word alone.

However, if somebody wants a pair Nike Vic-Two's, that's a very specific pair of Nikes. It's a new pair. They are \$120. You know the brand, the model and all of that.

It's a lot easier to target with your pay-per-clicks and search optimization. However, what the keywords don't tell you is why the person wants the pair of shoes.

It doesn't tell you what it means to them to have those shoes, what it would mean to them to not have those shoes. It doesn't tell you that they play ball in middle school, high school, college, street ball or that they are being scouted by the pros or if it's a parent buying them for a kid.

It doesn't tell you the why. It only tells you the what. Keywords keep you on that outer perimeter looking in while client data actually puts you on the inside.

*You can
become
extremely
rich off of
knowing
"why"*

If I had to sum up how you can exponentially grow your business and your profits, I would tell you in very simple terms that you can't make a profit off of knowing "what," but you can become extremely rich off of knowing "why."

Keywords — no matter how much money you make from them are always the end result of why. They never tell you why. They only tell you what, and the what is the result of the why.

The only way you are going to know why is to start to get that client data and mine that data on their implied interest and confirmed interest.

Then, you need to start to segment and build your business on that data and allow the marketplace, your clients to drive your product creation processes, your endorsements and different things like that.

So the whole thing about multi-dimensional marketing is not just marketing online and marketing offline.

It is about opening up every possible channel that is available for you to communicate and have two-way communication with your marketplace, whether it's an exchange of messages or an exchange of funds from products or services.

A lot of us are handicapping ourselves because we use these one-dimensional means like strictly email or only being able to order online.

A report just came out that stated for every dollar someone who buys online spends, they spent \$1.70 offline. While online spending had grown something like 13% or 14%, offline purchases influenced by online research grew by over 35%.

They were saying that a lot of the people would go online and find something they are interested in, but they will wait and purchase it offline.

This brings up a question.

*Push the
envelope,
and try to
get all of
their
information*

If you're only collecting names and email addresses and you're not pushing that envelope to see how far you can go to collect all that other information, how can you possibly follow-up by other means?

Just imagine how many more sales you could capture if somebody came to your page and either before or after you went for a name and email address, you got the full data and followed up with them in snail mail with a direct mail package that was similar to enhanced the proposition they saw on the web.

Imagine the possibilities and imagine how many more sales you would be able to get.

We have a fully customized database. We are able to go in and know who our clients are — who is most loyal — who is spending the most money — who has what.

If they don't have something that's new, then we can actually approach them in a different manner.

For example, when we have launched a major trading plan, there were over 2,000 people who had purchased Fibonacci Secrets that had not yet purchased "Amazing Trading Plans," but they were notified via email.

We did a test mailing to a very small sampling of the list with the Lazy Trading Plans direct mail package, and they started purchasing from that piece.

It brings up the question, what was the situation? Did they not get the email? That's possible. Was it the email or was it that the online just didn't turn them on? Was it bad timing?

Was it more appealing after they saw it online? Were they thinking about it and on the fence, but then, they got that direct mail piece?

*Communicate
with them
the way they
want to be
communicated
with*

I'm not exactly sure.

At one of Dan Kennedy's seminars, he was talking about a test that Ted Nicholas had done where there was a list of clients obtained online. They used an email follow-up process and a direct mail follow-up process. The direct mail process slaughtered the online process.

That doesn't mean you abandon the online process. What it means is you go multi-dimensional.

You use every means possible whether they want to be communicated to by fax, phone, email, text messages through their cell phone. If they tell you they want to be communicated by you sending them smoke signals, and you have the means of doing it, do it that way.

Communicate with them the way they want to be communicated with.

When you start to ask them how they would prefer to get your messages, many people will not say, "Send it to my email." Many people use their email to filter what it is they really want to get.

Rich: Stephen, before we get back to Alex and his case studies, could you go over what you taught at the Big Seminar as far as how people get their prospects and then, once they get them, how they market to them afterwards.

I thought that was really powerful and I think that will be a good way of summing up what you were just talking about.

Stephen: Most people who are engaged in Internet marketing are probably using pay-per-clicks, affiliates, joint ventures, organic search engine traffic, auto-pulls, links and all these different things to bring people to your website. One of two things is going to happen.

*You need to
make as
much
impact as
possible*

If they don't just leave where you're going to need Alex's strategy to try find out why they are leaving, either you are going to get a sale, or you are going to get a lead.

This is where you have to look realistically at your business and ask yourself an important question.

I'm going to pose that in a second. But, think about it. You go through this entire process whether it's for free or for pay to get this traffic to your website, to either get a sale or a lead.

But to try to induce more sales out of somebody who has purchased one of your lower end products from you or to try to get that lead to purchase from you, you resort to one-dimensional marketing, and you do it strictly through email. All you are doing is just doing it through email.

It's like if somebody wanted to become the heavy weight champion of the world. They are busting their butt in the gym and going through all these fights to work themselves up the rank.

They are using every single weapon in their arsenal. They are busting eyes, knocking off chins and now, they are entering the ring with the heavy weight champion on the other side of the ring, and it's show time. This is the opportunity that he has been wanting.

The bell dings. They hit the center of the ring, and now, he is just resorting to using a jab. He can have the best jab in the business, but he is not going to win.

You can have the best email autoresponder series. They can be cleverly written, but I guarantee you, you are under-performing in your business.

There is absolutely no way you can possibly think that you are maximizing the profit extraction out of your business and penetrating

*You are not
maximizing
your profits
if you are
only using
email*

your market on the top level by resorting to strictly using email after you've used all these different methods to get people into your funnel.

It is impossible to even think that you are maximizing your profits in using email. This is not a one-dimensional world. Think about using email because this not a one-dimensional world.

Think about the fact that we see, hear, smell, taste and touch. Just using one of those systems alone handicaps us from the full experience.

Don't use just one specific method to try to reach your market, to persuade and induce them to do more business with you and purchase something small or to initially do business with you.

Here is the sad part. You do make some money doing that — you think that is all there is, and that is not all there is.

In fact, you are probably only performing at 20% or less of the level you can really be at by only using email.

If you open up all those other dimensions that are available to your business, you are probably going to create so much wealth, you will choke on it.

Rich: Alright, Alex. Let's go into your case studies.

Alex: I just want to take a moment to review.

Law number one, always survey abandonment traffic. That should be written down on the first page.

Number two, aim for the "shy yes."

*The more
relevant
you are,
the more
business
you get*

Law number three, build stronger rapport with follow-up.

Law number four is multi-method marketing works best. As Stephen calls it, multi-dimensional. Isn't a multi-dimensional personality more interesting than one-dimensional?

Isn't multi-dimensional friend more interesting than a one-dimensional friend?

Multi-dimensional marketing is more interesting and more relevant to someone than just online marketing. Take Google for example.

Two PhD students wrote an academic paper of how Google works. They ended up starting the company.

As far as academic papers go, they pulled more esteem and more relevance in the academia world when they are published in more journals. In other words, they become more relevant.

That's how Google is set up. The more websites you are linked to, the more relevant you are, the higher relevance you have. Page rank is all about relevance.

So, when you look at the way Google works, it was based on one thing and that was on an academic paper. That's the history.

Well, what is direct marketing? Direct marketing isn't the Internet. Direct marketing started with space ads. Then it went into mail order and catalogues and so on and so forth.

Why don't we use that? Why don't we use the telephone? Isn't that multi-dimensional marketing? Isn't that multi-method marketing?

Stephen is more relevant when he is coming to you via telephone, via fax, via email, via postcards. The more relevant you are, the more business you get.

*The more
mediums
you use in
marketing,
the more
dimensional
you are*

So, the more mediums you use in marketing, the more dimensional you are. The more dimensional you are, the more relevant you are to somebody because you are coming at them from different places.

And then, the more relevant you are, the more business you will get.

Let's go to case study number one at www.MegaSpeakingEmpire.com. I work a lot with Mark Victor Hansen in helping him fill seminars using teleseminars. We use voice and fax broadcasting to do that.

You will notice that the opt-in box has a place for a home phone number. I don't know if it is still up or not, but it used to have a place for a fax number. Why is that?

Because we want to get people on the preview calls. We want to get people, tap them on the shoulder and send a fax broadcast to them telling them, "The event is coming up."

There's no spam blocker with a fax. There's no spam blocker with a phone number.

Imagine you are coming home after a hard day's work and Mark Victor Hansen is on your home phone saying, "Hey, it's Mark Victor Hansen, and I look forward to seeing you tonight on our preview call for Mega Marketing Magic," or Mega Speaking Empire or whatever Mega event he is having. It makes a huge impact.

Imagine your wife telling you, "Guess what? Mark Victor Hansen called." Or, "Stephen Pierce called." Or, you fill in the blank with your name. That is powerful. One recording, like an autoresponder — you do a little work, and you make a lot of impact marketing-wise.

So, we want to make as much impact as possible.

Case study number two is www.4WinningTrades.com. That is multi-dimensional marketing. That's through classified ads. You go to a page, and Stephen is sending you stuff via mail.

*Multiple
methods
adds
customers
for you*

Isn't that a lot more powerful than a competitor who only sends you a digital product? When you have something physical, aren't you real?

Aren't you now outside of the digital world, and you've just become real?

Case study number three is www.FreeMarketingSeminars.com. Using multiple dimensions and multiple methods makes you more relevant, and it adds customers without spending an extra penny more on ads.

In fact, it adds pulling power to any online campaign because you no longer are just using or relying on one method.

The spam filter will automatically eliminate 5% to 20% of your email messages going out. Email isn't that reliable. Direct mail is more reliable than email.

Fax broadcast is very reliable, so is a phone call.

This eBook is multi-dimensional. We are imparting knowledge this way.

There are many, many different ways we can get people to opt-in using multiple methods. I don't know why people don't do this more often.

I use a lot of electronic media such as a teleconference, such as an infomercial, such as radio commercials, even classified ads.

Rather than sending them off into a web page where I will get maybe 20% or 25%, maybe 50% of the people to opt-in, instead I give them an autoresponder to send a blank email to.

Think about that. Not going to a web page, but I give them an autoresponder. If they go to a web page and I'm really doing well, one out of two people will opt-in.

But, what if I give them an autoresponder like the one at Teleclinic@ThatOneWebGuy.com, as in case study number four on

*Use these
ideas we
are giving
you to
become
multi-
dimensional
in your
marketing*

your cheat sheet, as well as case study number five — Gift@TeleseminarSecrets.com — what happens?

I get 100% of the people who send me a blank email. I get their email address. I get their opt-in, and I have a choice at that point.

Based on what I told them they are going to be getting, whatever ethical bribe it is, I can either get them into an autoresponder sequence with a double opt-in.

I can get another piece of permission saying, "Would you like to get our newsletter," and have them opt-in to that, or I give them the bribe which can be a PDF or a gift certificate.

For example, Gift@TeleseminarSecrets.com is a gift certificate off a forthcoming course I'm teaching.

Case study number six is Action@MegaSpeakingEmpire.com. Check this out. Talk about multi-method marketing.

At the end of each teleseminar for Mark Victor Hansen's Mega Speaking Empire, we would make people wait, get on the call and stay 55 minutes, so they won't jump off. We want them to stay until the end.

We told them that we will give them \$50 cash towards any continuing education product at the event, but they had to listen for the magic word.

On one of the calls, the magic word was "action." So, they sent a blank email to Action@MegaSpeakingEmpire.com, and they got 50 mega bucks.

This is a great tip if you ever have an event of any kind — a seminar or a small group workshop. Have a preview call, which is multi-dimensional, an autoresponder which is multi-dimensional, a gift certificate which they print out and make physical.

People brought those gift certificates and traded them in for cash. That's multi-dimensional.

*Don't ever
forget that
the
marketing
genius is
the client*

A voice broadcast is multi-dimensional. A fax broadcast is multi-dimensional.

When you add all of these things together, now you are real. And, that is the fourth and final law.

Going backwards, you are building strong rapport with follow-up. Why not follow-up with multiple dimensions.

Law number two was getting the "shy yes." Why not right away, multi-dimensionally say, "I'm relevant offline too. Check me out. I am going to follow-up with you for next year."

Then going back to law number one, surveying abandonment traffic. If they don't take action after using all those dimensions, after getting the "shy yes" and after following up with them, ask them, "Why didn't you buy?"

There may be an oversight that you didn't even think of that they tell you.

All of a sudden, it will change your marketing and double, triple, quadruple your conversions because of a single oversight that the marketing genius taught you, the client and the customer, and you did not think of.

Again, here are the four laws: always survey abandonment traffic, aim for the "shy yes," build strong rapport with follow-up and finally, use multi-method marketing.

If you use those four laws, you will convert more first time visitors faster, better, easier and with less effort than anything else you have ever tried before.

Stephen: Great, Alex. Let me just throw something out there for fun. It's just to give people an idea or a picture of how they can use the combination of the laws you just revealed.

*Use
creativity in
order to
bring
attention
to your
marketing
efforts*

Let's just say you sell marketing services, which a lot of people do well, bad or indifferent.

You send out this email because maybe that's the only way you can touch people, and you tell them you have this incredible marketing strategy.

It's so powerful, you want it to keep it rare. You dare not post it on a website, and you are sending it to a very limited number of people via postcard.

So, they go to a page and opt-in. Now, you are going to send them this oversized postcard.

What happens is you send them an audio broadcast to let them know, "I got your opt-in. I appreciate it. Good news for you. You were one of the X number of people that will be getting this incredible blah, blah, blah.

"I just sent a postcard to you. It's an oversized, big, yellow postcard so I want you to look for it."

You have brought their attention to the postcard. Now, you take it a step further. When they get the postcard, maybe the opening line is, "The idea came to me when I was stepping out of the shower and I had just sprayed on this Nautica cologne."

Guess what? Every single postcard that gets sent out has Nautica cologne sprayed on it.

So, they read it. They heard it. They touched it. They smelled it. You are engaging all these different systems.

What is the whole Krispy Kreme experience about? It's about that aroma.

And, if you think the whole aroma thing is funny, Rich can correct me if I'm wrong, but one of Jay Abraham's clients was trying to figure out a way to get past the gatekeepers of these companies because he couldn't get his mail through to the decision makers.

Creativity pays

So, he decided to send these letters that looked handwritten and were sprayed with female cologne to the guy, and the gatekeepers would not open them. They took them immediately to who they were supposed to get to.

Some people didn't like it, but it worked out for him.

But, again, it's about being multi-dimensional. I could go through a whole mindset thing on how you can actually come up with creative ways. Creativity pays.

Every single thing you are experiencing in your life right now is a result of somebody's creative process.

While they may have been trying to do one thing and accidentally came across something else, every single thing is about being creative and getting that edge in your business, in your product creation, in your relationship development.

If you take just one of the four laws that we just gave you and that Alex so eloquently detailed for you, you can walk away from this eBook and start to see an improvement in your conversion process on your site.

I think you would be doing yourself a huge disservice if you just sit there, read it and only use it as a form of intellectual entertainment.

Apply what you have learned and start to see the results. Then give us feedback on the kind of results you got from it.

Alex: I'd like to give one tactic that anyone can use, and it works extremely well. I don't see anyone on the net using it. I can't divulge the person who uses it because they are one of my last private clients, but it works. Use it in your business.

*It's about
you building
relationships
with your
clients*

Let's say you have a two-step shopping cart and on page one of the shopping cart is all the information about the person signing up to purchase your product.

It is everything except for the credit card number, the expiration date and the actual credit card type. They are not on that page. It's on the next page. So, it's a two-step shopping cart.

They fill all that out, and they go to the page where the credit card information is. That's the moment of truth. They abandon that page. Well, you still have all their contact info.

Check out how these four laws work.

Within 24 hours, they get a phone call. "We noticed you were on our web page, and for some reason, you didn't complete your order. We are sorry this happened. As an added bonus, if you would like, we have these tips available to you if you just call this toll free number or if you visit our special VIP web page at www.XYZ.com."

Then, they get a postcard. "I'm sorry you had trouble at our website. Here is an additional gift for you because we think this is so important. You got as far as you could possibly get, but you didn't pull the trigger on this offer."

Then they get a fax broadcast, and they get all the dimensions that we've been talking about to get them to opt-in, to build a relationship.

What would have been an abandoner ends up becoming a lifelong customer and evangelist because you took that step of following up.

You took that step of using multiple methods of media. And, you took that step to survey them and ask them why they left. You took the step of actually following up with them.

Those are very powerful ways if they abandon your shopping cart. There are some people out there who have 5,000 or 6,000 people abandoning that

*You can't
improve
what you
don't
measure*

shopping cart per day and generate literally hundreds of thousands of dollars a year simply because they used that one technique.

You don't have to make hundreds of thousands of dollars. You can make a few thousands. Those dollars don't exist in your bank account unless you take that first step which is automated and which applies all these four laws.

The feedback page that Rich and Stephen were talking about is as follows: www.AskMyList.com/testimonial. Go there. Give us your audio feedback, and let us know what you think.

You will have to opt-in in order to get the VPV calculator — the Value Per Visitor calculator.

That's yours free. That is an invaluable tool. I'm not even going to put a dollar value on it. Just check it out. It's very powerful. "You can't improve what you don't measure," says Tom Peters.

So, I welcome you to go there and get the calculator for free, and I want to get your feedback in the process.

One more time, www.AskMyList.com/testimonial.

Rich: That was great, Alex and Stephen. I think we really delivered here, and I think we did what we wanted to do. Thanks for sharing with us.

We have given some really action-oriented, valuable strategies. Getting your website up is just the first step.

What happens after that, if you start using strategies like this, is your income just dramatically increases.

I agree with you, Stephen. Creativity is part of the process.

Just take the plunge

The only caveat is you use creativity within the norm and with what has already been proven.

These techniques have all been proven. So, you can use the techniques just as Alex described or you can even put your own spin on it and be creative with it.

The fundamentals are still the fundamentals and if you do these techniques, your income will grow.

What do you guys want to add before we wrap?

Alex: Just take the plunge. Do it. Use at least one of these techniques. This is the greatest way to get started.

You have case studies. You have four different laws. You can use any one of them, or you can use all of them.

I welcome you to use all of them, but start with one — whichever one you think is going to be the easiest to use. I recommend surveying your exit traffic because it is certainly easy enough.

I gave you an application earlier for this. Here it is again — www.ExitSurveyGenerator.com. It's a very simple operation that sneaks past the popup blockers and surveys them with audio and goes straight into the ASK Database™. It is free, and it is yours, as a courtesy.

People may be wondering why we are doing offering this for free. It is because we are walking the talk. We are delivering content to build stronger relationships with our subscriber base.

Once that's done, it's a heck of a lot easier to serve the database and subscribers value-driven information products and value-driven continuing education.

*An ounce
of action is
worth more
than a ton
of theory*

So, the only sell here is to get feedback and to sell you on these four fundamentals, these four laws of conversion. We are selling you on the basis of, "Look what we are doing. We are walking the talk."

We are doing exactly what we are asking you to do.

If you do one of these per month, watch what happens to your bottom line. It will literally catapult and fatten until you work less and make more money.

Stephen: There is a quote that says, "An ounce of action is worth more than a ton of theory." It comes down to the point that what we said here means absolutely nothing to you if you don't take it, run with it and do something.

I know it may seem like a lot, but what you should do is take the information seriously. Use them in the order that Alex gave them to you.

Use law one, two, three and four — in that order. You can roll them out a week apart or a month apart, but you should deliberately and methodically roll them out in your business and measure the impact that they have.

Then, watch and see how rapidly your profits and business grow, how much happier you are going to be and how much more in tune with your marketplace you are going to be.

Alex did an incredible job delivering the content to you, and you owe it to yourself to take it and run with it.

At some point, you have to say, "Enough is enough. I'm tired of hearing about all these things and not doing anything with it."

That may not apply to everyone of you, but I know there used to be a time in my life where I would just absorb a lot of things. I never used to do

*You need to
lather, rinse
and repeat*

what Alex refers to in shampoo. Lather, rinse and repeat. I used to do a lot of lathering, but I never rinsed and repeated.

I lathered. I took it all in, but I never actually rinsed myself and used the stuff. I never repeated any of the stuff that I used which was working.

I've learned one thing. You don't become successful that way. You have to start stepping out and doing those things that you are being instructed on, then you start to see the measurable impact it has on your business.

So, the big part of this this content happens now. It is what you are going to do with it because if you don't do anything with it, you've just wasted your time reading this.

Alex: Thank you, Stephen and Rich, for asking me to share these laws.

I can't tell you how important these laws are and how committed I am to explaining them to you. They can literally change your life.

Thank you, and I hope our paths cross often.

The Eight Conversion Secrets Categories

- 1 Target Market Strategies:** "How Your Target Market Finds You"
- 2 Opt-In Strategies:** "How To Capture That All-Important Shy Yes"
- 3 Online Audio Strategies:** "How To Make Websites And Emails Talk"
- 4 Teleseminar Strategies:** "How To Pull More Cash Out Of Your List"
- 5 Copywriting Strategies:** "How To Boost Selling-Power With Words"
- 6 Recycling Strategies:** "How To Monetize Your Abandonment Traffic"
- 7 Autoresponder Strategies:** "How To Grab More Sales While You Sleep"
- 8 Offline Marketing Strategies:** "How To Crush Online Competitors"



Want more information on the full, eight-part Traffic Conversion Secrets series?
Send an email to Alex@AskMyList.com with your request.