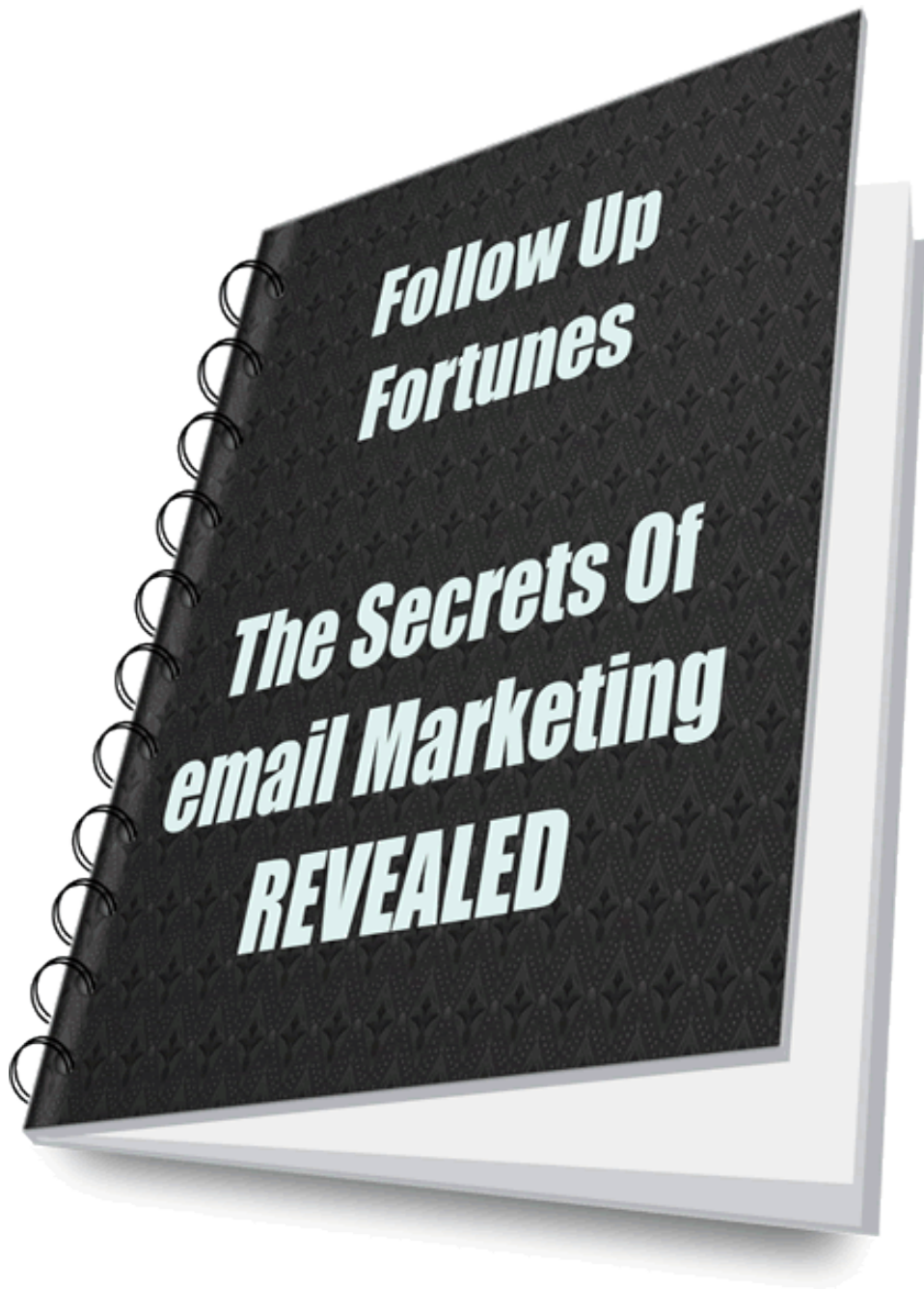


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Follow Up Fortunes



The Secrets Of email Marketing Revealed

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Get your own re-branded version of this report [here](#)

- **Turn more of your web site visitors into paying customers...**
- **Give your web site the best chance of success...**
- **Prevent your prospects from buying from a competitor...**
- **Do 3 vital things that can add up to a huge boost in sales...**

Follow Up Fortunes

Thank you for downloading this free report 'Follow Up Fortunes' In this small document, we are going to show how auto-responders can help you:

- Turn more of your web site visitors into paying customers
- Give your web site the best chance of success
- Prevent your prospects from buying from a competitor
- Do 3 vital things that can add up to a huge boost in sales

But don't worry, there's no theory or techno-speak. Just simple explanations and easy practical steps that you can take immediately to put your web site on track to be the success you want it to be.

Sponsored Ad:

Here's an excellent website – Highly recommended [Click Here To Visit](#)

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Welcome To Follow Up Fortunes...



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What's Possible?

To give you one example, one of our associates (a famous UK Internet Marketer) sent one email to his list of subscribers using an auto-responder. **Within one week, he had generated sales of over \$14,000 (yes, fourteen thousand dollars).**

So can you see what's possible?

We've been immersed in email marketing day and night for years. We know what works and what doesn't. We want to share all our real-world knowledge and experience with you in this report.

Right, Let's Get Started...

It's well known that only a tiny percentage of your web site visitors will buy from you on their **first** (and possibly **only**) visit to your web site. The vast majority of your prospects simply forget about you and your web site and never return.

Can you imagine just how much money you are losing by not having a way to keep in touch with those people? That money is probably going right into the pockets of your competitors. But that money could be going into **your** pocket, not theirs - after all, these are **your** hot prospects!

But there's worse to come...

Not only is this "prospect drain" losing you sales and killing your profits, but it's actually **costing you money** too. Attracting quality traffic to your web site costs money.

Isn't it crazy that you spend your hard-earned dollars getting targeted prospects to visit your web site, only to miss the chance to convert them into a paying customer? Do you **really** want to watch them sail off into the distance, never to return? It's simply madness!

You might as well burn the money you spend on getting them there.

The solution is so easy, you'll laugh.

Imagine you have a simple solution that allows you to contact these "hot prospects". As often as you want. **FOREVER.**

You'll no longer be lying awake at night, hoping potential customers remember your web site and return to buy. Instead, you'll be sleeping easy, knowing that you're doing all you can to turn **every** site visitor into a loyal paying customer.

So what do you need to do? It's simple really - just ask your prospects for their...

- First name
- Email address

Now, how difficult is that? (Er, it's not!)

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As soon as a prospect has given you this information, a whole world of sales opportunity opens up for you. You can:

- **Immediately and automatically** send more information about your product or service - information that arrives in their email inbox, that they can read at their leisure (or even print it out).
- **Repeatedly and automatically** send follow-up messages to your prospect, providing more information about your offer, answering their concerns, giving more and more reasons why your offer is right for them.

It's well known in marketing circles that sales of a product increase when prospects are exposed to its benefits multiple times. The actual number of exposures needed varies by product and price but 5 to 10 is about average.

And whether your prospect chooses to buy your original offer or not, you can:

- **Give your monthly profits a REGULAR boost** by continuing to send information on your promotions, specials and current offers whenever you want.
- **Build long-term trust and credibility** by sending useful, interesting and informative content, maybe in the format of a newsletter, ezine, email course or ebook.
- **Generate immediate sales** by sending time-limited offers that expire within a few hours or days.
- **Turn your original "lost prospect" into a valuable lifetime customer.**

It's called follow-up marketing!

...and in order to convert your sluggish web site into a finely-tuned, automatic, profit generating machine **you simply must make follow-up marketing central to your online activities.**

You can start doing that IMMEDIATELY by following 3 simple rules...

So far we learned that it takes an average of 5 to 10 follow-up messages to turn a prospect into a paying customer. We also learned that factors such as trust and credibility play an important role in the selling process.

Let's crack on with the next instalment. In this part of the report you'll learn...

- 3 simple rules of effective follow-up marketing
- What will happen if you don't automate your follow-up process
- How a top-notch follow-up Auto-responder system like [ListWire](#) can free up masses of your valuable time for business-building activity

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Ready? OK, Let's Get Started...

We closed the previous part of this report by saying that you must make follow-up marketing central to your online marketing activities. And that you could do it by following 3 simple rules. Well, here they are...

3 simple rules for effective follow-up marketing

- **Rule #1**
Build a permission-based email list offering valuable information to your prospects in return for their first name and email address. The term "permission-based" just means that you ask upfront if you may contact them.
- **Rule #2**
Install a robust, effective and finely tuned system on your web site to gather those names and email addresses 24x7. These are your **HOT PROSPECTS** that you can contact again and again.
- **Rule #3** (and this is very important)
Fully automate your entire follow-up process or face drowning in a sea of email administration.

By following these simple rules, you can use follow-up marketing to build trust and credibility for your business. These are essential because...

- As we've already seen, the vast majority of your site visitors and prospects simply won't buy from you on their first (and perhaps only) visit to your web site.
- Most people need to be exposed to your offer several times (maybe 5 to 10) before they will buy **anything** from you.
- You are losing countless customers and hurting your bottom line by not implementing an automated system to manage and organize your follow-up marketing strategy effectively.

But here's a warning...

...to those who think that they can do all this using their standard email software (Outlook, Eudora, Thunderbird, Gmail etc).

Don't underestimate how complex the management of an effective follow-up campaign can be. For a moment, imagine you have 2,000 hot prospects, and each of those people is at a different point in your "7 stage" follow-up selling process. That's an unbelievable **14,000 different personalized emails** that you must send out EXACTLY on time to the right people.

Imagine how difficult it would be to manage this manually. It's simply impossible.

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There are no "hidden" secrets here. Installing an effective AUTOMATED follow-up system on your web site is the ultimate defence against your hot leads turning stone cold.

And don't forget that you paid good money to get these people to your web site in the first place! So you need to...

- Capture the first name and email address of your prospects - **automatically!**
- Follow-up with those prospects - **automatically!**
- Super-charge your online sales machine by connecting with your prospects 24 hours a day, 7 days a week, 365 days a year - **automatically!**

A fully-featured follow-up system like [ListWire](#) gives you all those benefits and a lot more besides. It...

- **Adds vital follow-up marketing capability to your web site**

As you use an auto-responder, you can rest assured that those all-important names and email addresses are being gathered 24x7, and that your sales message is being delivered on time, every time.

- **Automatically and efficiently manages your prospect subscriptions**

While you spend time on growing your business (you **know** that's what you're supposed to be doing, right?), is automatically managing your subscriptions, removals, duplicates, bounce-backs and email address changes.

- **Prevents accusations of SPAM**

From asking people to confirm their subscription to obtaining and storing subscriber IP addresses, date/time of subscription etc, auto-responders take care of everything for you.

- **Expands with your business by allowing you to create as many follow-up campaigns as you need**

Be wary! Some auto-responder or mailing list service providers charge you for EACH campaign or by the number of subscribers in your list. As a [ListWire](#) FREE subscriber, you do not need to endure such additional, ever-rising costs because Listwire is **100% FREE!**

Next we're going to cover practical steps you can take to build that all-important trust and credibility. In the meantime, start to think of ways that you can build follow-up marketing into **your** marketing strategy (don't worry if you can't because I've got loads of ideas coming up).

Now we're going to take a closer look at how to build trust with your prospects in record time.

We hope you enjoy, and profit from this section.

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Let's Get Started...

Start by asking yourself a question. When you buy products or services, do you prefer to buy from someone you know and trust, or are you happier buying from a perfect stranger?

Please forgive me if that sounds like a dumb question. Let me explain.

Probably the **number one mistake** online business owners make is forgetting that people buy from people and businesses they trust.

So many well-meaning people go online, establish a web site, choose a product they are passionate about, write compelling copy and make it easy for the customer to order.

They don't bother to build trust before asking for the order!

And, like the gold miner who stopped two feet short of the rich vein of gold, they sabotage their own success by not developing a powerful follow-up system to do it for them.

So how do you build trust by using a follow-up system?

It's easy ... you simply tell the truth!

The fastest way to build trust online is to *prove* the claims you make on your web site.

- Does your site claim that people can make money? Then send a follow-up message containing a testimonial from someone who is prospering with your product.
- Does your sales letter claim that people can save time when they use your product or service? Then send a short follow-up note showing people exactly *how* they will save time. Include some examples from real life and your message will have even more impact.

Building trust online is harder than in the offline world. When you go into a store to make a purchase you can see, hear, smell and touch the products you are going to buy. And, you can see if the store fits with the pricing and quality claims being made.

We have a tougher job online. We need more time (as in a series of messages) to convince people that we're genuine and trustworthy.

When our follow-up messages *prove* the claims we make on our web site, we build trust quickly and our rate of orders increases.

And that's what you want, isn't it?

By the way, do you know the sweetest sound to a person's ear, no matter what language they speak?

Their own name!

People like to get emailed that's addressed directly to them personally.

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The good news is that an auto responder such as [ListWire](#) offers you **lots of ways** to completely personalize your messages. More than just speaking to your subscribers by name, you can tell them what product they bought, when they subscribed, how long they've been a valued subscriber and more!

In fact, auto-responders are only limited by your imagination.

Next we'll be looking at ways you can earn affiliate commissions and boost your opt-in list, **all at the same time**.

Earlier in the report we learned how important it is to follow up with prospective customers several times - around 5 to 10 is about average.

We also learned that people buy when they are comfortable with their choice of supplier.

Now we're going to focus on YOU!

Let's Get Started...

Many, if not most, people who begin an online business do so by selling other people's products. This is known as affiliate selling and it's one of the most powerful (and easy!) ways to build an online income.

Being an affiliate is great! After all, the company who produces the product is the one who handles all the headaches. They produce the product, deliver the product, provide customer support and more.

All you do is promote their product and cash the checks!

But there is one aspect of affiliate marketing that is often overlooked - an aspect that's vital to your long term success.

We're talking about ***where*** you send visitors when they respond to your promotional activities.

Here's a quick example.

Let's say you promote Joe Guru's excellent ebook. You're going to earn a handsome commission each time someone buys it. So you create an attention-grabbing ad and buy some advertising space for it in your favourite newsletter.

NOW the question becomes ... where do you send people when they respond to your ad?

If you send them straight to Joe's site, here's what happens. They buy the ebook and you get a one-time commission. Then they go into Joe's follow-up system. Over the next six months he sends them messages about his other products and they buy three of those products.

But you don't profit from those additional sales!

So here's a better way...

Instead of sending them direct to Joe's site, send them to a squeeze page on **your site** first.

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***Side note** - a squeeze page is a page on your web site that asks someone for their name and email address before allowing them access to the content that they wish to see. There's nothing else on the page apart from the subscription form.*

Your squeeze page adds them to your auto-responder and the "thank you for subscribing" page contains the link (your affiliate link!) they're looking for to Joe's site.

So they go into your follow-up system **before** you send them to Joe's site. They buy his ebook and you get a commission.

Then **you** inform them of other products just like the ebook they bought and they buy three more items. **You get commissions on all three!**

Need a squeeze page? [Check out this FREE squeeze page generator](#)

**And best of all, this is super-easy
to do with an auto-responder.**

Here's how you do it...

Instead of having people who respond to your ad go straight to Joe's site, send them to your squeeze page. When they subscribe, your auto-responder sends them the link to Joe's site in an email - immediately.

This works really well for a few reasons.

First, the reader doesn't have to choose to interrupt what they're doing to click to Joe's site **now** to see what they want. They get it via email and visit Joe's site when they want to.

Second, **and most important**, you collect their name and email address, allowing you to send them follow-up messages.

And third, you can use your "thanks for subscribing" page to promote Joe's product a bit more, or another affiliate product, or one of your own products. Or all three!

Bottom line is ... you are building YOUR long term business, not Joe's business.

If you're ready to get started, [ListWire](#) makes it super-easy to set all this up, and even tracks the success of your follow-up messages.

Next, we'll have loads of tips you can use to maximize the subscriptions from your web site.

We're going to look at ways of turning more of your web site visitors into subscribers, so that you can follow up with them until they become valuable paying customers.

There are two issues we need to cover in this topic:

- the subscription mechanism
- creating compelling reasons to subscribe

Before we start, We'll throw in an apology about the length of this section but there's LOADS to tell you - **and this really is stuff you can use!**

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So, firstly, the subscription mechanism

Most auto-responders, give you at least two ways for your subscribers to join your list.

The subscriber either:

- Fills out a subscription form on your web site, or...
- Sends a blank email to a special email address at your web site

You need to decide which of these you're going to employ. In the early days of the Internet, auto-responders were more often than not triggered using the "blank email" method. The subscriber would be asked to send a blank email to **info@wherever.com** and they would get an immediate (automated) reply by return. That's actually where the term auto-responder came from - an automated response to an incoming email.

The "blank email" method is great if you don't have a web site because you can simply advertise your auto-responder's subscription address and invite people to join by sending a blank email to it. You can even advertise it offline in newspapers, magazines and journals.

These days, of course, it's much more common to ask your subscribers to fill out a form on your web site. We recommend keeping the questions to a minimum so that there are fewer hurdles for your subscriber to jump.

Here are the main elements of a good subscription form:

- Explain what they'll be getting, but don't give any of the actual information
- Ask for their first name and email address
- Have an obvious call-to-action button like "Click Me To Subscribe"
- Include a statement that you will not share their personal details (this can work wonders for your subscription rate)

The form itself needs to be in a place where it will get noticed, preferably above the fold, the bit of the page that can be seen without scrolling down.

Better still, if your page has a side navigation bar, why not put it in there? That way, it will be available on ALL your pages.

There are all sorts of pop-ups, pop-unders, slide-ins and fade-ins that you can use too - and it's a good idea to test these to see which pulls the most subscribers. Auto-responders will allow you monitor which form your subscriber came from and this is very useful information when you're testing out various forms.

For example, you can split-test 2 forms against each other to see which pulls the most subscribers. Drop the one that pulls least then test the better one with a third. If you continue this process, you'll see a steady increase in your subscription rate.

Compelling reasons to subscribe

People want information and they don't want to pay for it. In this scenario, an auto-responder is a great tool because you can use it to give away as much information as you want (for nothing) **and** use it to turn those readers into paying customers.

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It's a real win, win situation!

But what sort of information can you give away? The list is truly endless!

Here are just a few ideas for you:

- Create a *training course* for your product or service and deliver it via auto-responder. Your subscribers love this because they really want this information and you can continue to give it for as long as you want.

If you are passionate about your niche, this will really come across in your emails and can work wonders to build that all-important trust and credibility (remember that?).

- Distribute *articles* by auto-responder - article marketing is big right now because it's a great way of getting people to come to your web site. So you can write some articles for your niche and distribute them by auto-responder. Allow your subscribers to use them on their own web site or in their ezine or newsletter - as long as they don't change your resource box (the section that tells a bit about you and has the link back to your web site).

If you have PDF versions of your articles, you can distribute them as attachments to your auto-responder messages, and again, invite your subscribers to give them away. People who run newsletters and ezines are always looking for fresh content that they can use - so provide it and watch the traffic flow back to your site!

This method of viral marketing (where you start it off and it promotes itself forever) is excellent for building long-term, ever-increasing traffic back to your web site.

- Provide *pricing* by auto-responder. Tired of your competition shopping your site? Want to know who your serious prospects are so you can follow up and make the sale? Providing pricing by auto-responder is safe, secure and effective.
- Answer *Frequently Asked Questions* by auto-responder. Since systems like Listwire can send HTML (web page code) you could even just copy your existing FAQ page into an HTML message in your auto-responder and send it to people who want it by email. Job done!
- Conduct *surveys* by auto-responder. With [Listwire](#), for example, you can schedule a broadcast to your entire list with the click of a mouse. Set up a customer satisfaction survey for existing customers and learn what customers love about your products, as well as how to make improvements.

This has an added benefit - you will get some testimonials that you can use on your site (with the writer's permission obviously). Webmasters often struggle to find ways to get testimonials for their site, so that's another problem solved!

- Send *product updates* by auto-responder. Your existing customers love to know when there's an update that would benefit them. So have them subscribe to your updates auto-responder and send them regular messages about product improvements.

Better still, get your order processing system to add the subscriber automatically to your customer list as soon as the sale has gone through. With the [ListWire](#)

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autoresponder this can be done with just 4 or 5 lines of code. You could be following up seconds after the sale!

And this really is a great way to sell upgrades to existing customers. It's very well known that it's MUCH easier to sell to an existing customer than to find a new one, and with an auto-responder system, you can do it while you sleep, literally!

In summary... use your imagination, be a little different and you'll see your subscription rate soar.

Need something to give away? Why not this very report! Get your re-branded version by [clicking here](#)

Need a squeeze page? [Check out this FREE squeeze page generator](#)

Next, we'll look at how you can super-charge the response to ads you place on the Internet (wherever they may be) and we'll look at what you should be doing AFTER your prospect has become a valuable customer.

Thanks for sticking with us. We hope you are beginning to see the sheer marketing power that is at your disposal when you invest in a decent follow-up auto-responder.

Now we're going to focus on two areas:

- Maximizing return on investment (ROI) on your ad spend
- What's a 'backend' sale and why would you want some?

Firstly, super-charging your ad response

Whether you place free ads or pay for a solo blast to your favourite ezine's subscribe list, your goal is to make the most money with the least effort.

Advertising can be expensive. Placing ads in ezines is very cost effective, but it still costs. You need to make more money than you spent on the ad - that's your profit. Simple!

Here's a way to get more return out of every ad you place, free or paid.

Add a follow-up auto-responder address to every ad you place, something like: info@yourdomain.com

Think about this for a moment. You place an ad in your favourite ezine. The reader of the ezine sees your ad and is somewhat interested. They want more information but they are busy reading their favourite ezine! So they say to themselves, "I'll click that link when I have time."

But we all know that they somehow never find the time to go back and see your web site.

A potential sale lost. Another prospect gone.

But not if you add an *auto-responder* address to your ad! When you allow readers to reply via auto-responder good things start to happen.

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- Since they reply by email they don't have to interrupt their reading.
- Their name and email address gets into your follow-up system and you make more sales.
- After they buy, they are transferred automatically to a new follow-up auto-responder so you can make those all important backend sales.
- You develop a relationship with them that can literally last for years.

Best of all, it's super-easy to put this technique into practise today.

All you need to do is change your ad's call to action from 'for more information visit www.yourdomain.com' to...

'for more information visit www.yourdomain.com OR for instant information by email send a blank email to info@yourdomain.com'

That's it! One simple addition that could multiply your sales several fold.

The key to getting more customers is to be easy to do business with. That applies doubly when customers want information. If they don't get it quickly, they've lost nothing and have moved on to something else. With an auto-responder, you can easily prevent that from happening.

Get your information in the right hands fast with an auto-responder.

Backend sales - you've gotta do this...

You've probably heard the term 'backend' sales. After all, every 'guru' worth his salt is telling us that we must make those all-important 'backend' sales.

But what is a backend sale, and how can you get some?

Well, We're going to explain a follow-up technique that can literally explode your profits... and that's making backend sales with an auto-responder like [ListWire](#)

You see, when you achieve a sale, if you're like many online marketers, you probably say a little 'thank you' to the man upstairs and then start hoping for the next one!

Let's face it, sales are had enough to come by without having to figure out what to do *after* the sale is made.

Yet the truth is that it is what we do after the sale that **really** counts. And what we do, or don't do, can be the key to our future profits. Let us explain what backend sales are and why they are vital to your success.

Backend sales are simply sales that you make to existing customers. And they are sweetest kind of sale you can make. The reason we say that is that backend sales cost you nothing to make. No ad budget. No sweating out the details of what your ad will say, where and when it will run. No worrying that some world disaster will distract the reader from your ad.

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None of the worry... all of the profit. *That* is why we love backend sales. And you'll love it when it happens to you.

Here's how to make it happen.

Let's say you sell an ebook on how to create web sites using HTML. You can take the profit from that sale and be happy *or* you can set up a powerful follow-up system that will multiply your profits. Here's how.

Simply think through what your HTML guide customer might need to complete his or her project. Might they need web hosting? How about some graphics to spice up their site? They will need a merchant account if they are going to charge, right?

Perhaps they will need a template to get them started in the right direction with their web design. You *know* they need an auto-responder to create a powerful follow-up system, right?

This list could go on, and on, AND ON!

Best of all, YOU can offer them each of these items just by becoming an affiliate of sites that sell these things!

If that sounds hard, it's not. Did you know that ClickBank alone carries over 11,000 products you can offer and earn a handsome affiliate commission?

Setting up your backend sales system is a snap with an auto-responder.

- Choose products that compliment what your customer bought from you.
- Get the sales copy to put in the auto-responder from the company who creates the product. They all have pre-written letters you can use. No writing necessary!
- Time your messages so they arrive at least 3 days apart.
- Make sure each message contains a way for the customer to stop getting messages if they want. Auto-responders makes this very easy, giving you the option to include a link in every message.
- **In a nutshell, you set it and forget it!**

Now you have put time on your side... time that is now your ally as your customers receive your follow-up messages without one further ounce of effort on your part.

Now THAT is backend system selling power!

Remember, the [ListWire](#) autoresponder make it super easy to create as many follow-up auto-responders as you want, each with any number of follow-up messages.

Next, we'll bring everything together with a checklist of things you can do IMMEDIATELY to get started on the road to follow-up success.

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Now we want to 'tie a bow' around the entire package and share with you a step-by-step blueprint that you can implement today to save time and make more money on autopilot. Then we'll move onto 'Crafting your autoresponder messages...

It doesn't have to end here...

...because ListWire users enjoy extended and more detailed information on how all this can be put into practise. There's no theory, just solid practical instruction on using ListWire autoresponders to actually achieve the things we've set out in this report.

[Checkout the Listwire FREE Autoresponder](#)

OK, let's wrap up this section...

We'll start with a real-world example of how a follow-up system can create a powerful passive income stream for you. Here's a day-by-day blueprint that you can use to do it.

Day 1

A visitor finds your web site on a search engine and clicks through to the sales letter on your site. They are interested but not ready to make a purchase yet.

Remember: This describes over *95%* of people who will visit your web site, and these are people that you're paying to get there.

As they begin to leave your web site a box pops up offering a free gift if they will answer three simple questions. The 'survey technique' is used by a great many successful marketers. They answer the questions and enter your follow-up system.

The questions they answered reveal that the reason they didn't buy today is that they are not yet persuaded that your product is right for them.

Astute marketer that you are, they go into your 'need more proof' auto-responder. You have systems in place for people who answer your three questions in a particular manner, allowing you to tailor the follow up to those who are price-sensitive, just not sure, etc.

In seconds your visitor receives an email addressed to her name, thanking her for stopping by. This is sent as soon as she finishes the survey (it's called an immediate message in Listwire) and is actually the first in a series of follow-up emails you're going to send.

OK, they're impressed but still not ready to buy. So...

Day 3

They receive the 2nd message in your series. Short and tasteful, you include a brief testimonial from a successful customer and let them know they can write to you if they have any questions. Your visitor begin to see that your proposition is real and that there is someone there who values their business.

Day 6

They receive message 3 in your series. You tell them that you want their business and list the benefits of your product, after-sale service and guarantee.

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