

Recycling Strategies

“How To Monetize Your Abandonment Traffic”



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"

Learn to
celebrate
the fact
that people
are leaving
your site

Alex: I'm extremely excited about this session, because the title is "How To Monetize Your Abandonment Traffic."

The quote of the month is from Percy Ross — "A clever, humorous request can open up closed doors and closed minds." And, that is the essence of surveying exit traffic.

What is exit traffic? What is abandonment traffic? These are people who are abandoning us.

Well, instead of having abandonment issues, as we have in real life, let's celebrate the fact that people are leaving us.

Understand, even if you're selling gangbusters — if you're selling two out of 100 people — you are not only doing adequate, you're doing phenomenal. I've seen it as high as 5 and 6%, but that is normally unheard of.

These visitors are typically 100 strangers, and two of them are saying, "Yes, I want to buy that product."

In my case on www.MarketingWithPostcards.com, they're buying a \$247 product. So, that's two times \$247, which equals \$494 for every 100 visitors. That's a visitor value of \$4.94. Can you imagine?

That means if I have a 50% affiliate program, the affiliates who are sending traffic to that site are getting half of that — nearly \$2.50 per visitor.

To calculate your value per visitor (VPV), typically, you want to calculate for every 100 visitors you get.

Once again, it's very, very simple. You take the total number of visitors and the total number of people who convert — if it's 2%, then it's two out of 100. You multiply the number of conversions times your price, and then you divide by 100. And voila, you have your value per visitor.

But, that's not what we're talking about. That's your conversion rate. We're going to talk about the contrarian way of doing business online.

*You need
to find out
why 98% of
your visitors
are leaving
without
buying*

In fact, people pay me a minimum of \$5,500 for this information. If you ever want to do consulting for a website, for a group of websites or for your own business, always start with the end in mind.

Dr. Stephen Covey, one of my clients, said this — and I'll never forget it — "Always start with the end in mind."

Remember our very first lesson together. In our very first session, I told you that you need to find your market first, then think of the product.

Isn't that doing it backwards from the way we typically learn how to do things, in marketing anyway? The hard way to do this is to think up a product, while praying and hoping it's going to sell.

Well, in this case, if you have two out of a 100 people buying, that's a gift. That's great. But, what about the 98 out of 100 people who didn't buy?

Why didn't they buy? "Why" is the key question.

Why didn't they buy a product from you? Why didn't they buy a service from you or a piece of software? Why didn't they sign up? Why didn't they opt-in? Why didn't they even opt-in for free?

Aren't you curious? You need to find out.

Well, that is the topic for this session. Exit traffic is arguably the single, most important piece of information that you can generate.

By surveying your exit traffic with AudioGenerator, the ASK Database™ or just an exit pop and having emails come into a centralized database, you can find information that is golden.

This information will drive you to change the marketing communications you send out, to change your landing page, to change your opt-in, to change just about everything that you do.

I cannot believe the epiphanies I've had with my clients from some of the information I've gotten from exit traffic surveys.

*Ask your
exit traffic
why they
won't buy,
get their
response
and change
your site*

People tell you things you never would have imagined. And, don't think that price is the only reason why they're leaving. When people don't understand what you're selling they go, "Huh?"

I've actually seen exit traffic results that say, "Huh?" It's insane.

Let's go to the first element in the action plan. You can see it on our Executive Summary. If you don't have one, you can pick it up at www.TrafficConversionInstitute.com/classfiles.htm.

Our first action plan is, "Ask your exit traffic why they won't buy from you." Just ask them straight out, "Why won't you buy?"

Don't give them a bribe in exchange, just ask them and thank them for it afterwards. Get the response and change your website.

Let's go to our first case study, www.AudioGenerator.com/popup1.html. The Executive Summary is an Adobe Acrobat PDF. Look under case studies. You can see it says, "346% response increase." What does that mean?

Well, it's not enough just to have an exit pop; you want one that has traction — one that gets someone to respond to you.

Click www.AudioGenerator.com/popup1.html and watch what pops up.

You will see Armand Morin. This is going to be a full screen, but in actuality, it was a popup on a smaller screen. You're viewing the actual html page for the entire popup.

It says, "WAIT! We need your advice. What's the single, biggest reason you are leaving us without giving AudioGenerator a fair try?"

Then, it says on the button, "Submit Your Advice Now." Saying "Submit Your Advice Now" is much more powerful than just "Submit."

We used this popup for one month at www.AudioGenerator.com.

Here's my feedback, Alex. Here's my feedback, Marc. Here's my feedback, Howie. Make that button speak to the person. Make it in first person.

*Put a call
to action
on your
submit
button to
get more
traction*

By putting a call to action on that submit button, you will get more traction. You want to get as much traction, or as many responses, as possible.

What had a 346% response increase?

Are you ready for this? This is mind boggling to me, but it's true. I would say this was a historic case study, because it had never been done before. This was something I created about seven months ago.

It was the world's first exit audio popup.

When you run this popup, your head pops up because there's audio. When you're leaving a website you don't typically look at the screen. Maybe you look away. You're looking at the keyboard. But when there's audio there that is non-permission-based, your head pops up.

Non-permission-based audio just starts playing.

Look at the address of this. It says www.AudioGenerator.com/popup1.html. See where it says popup1? Take that 1, highlight it and turn it into a 2.

You're going to see the exact same popup, but something happens. An anti-miracle. There's no sound. Did you know that this popup without sound had less response than the one with sound?

The popup that had non-permission-based audio had a 346% increase in response from the one without sound. The audio is brief — about ten seconds.

What did that teach us?

Have sound that's non-permission based. Don't make them click the button. They already dislike you, they're leaving. Get in their face and say, "WAIT! Before you go, what's the single, biggest reason you're leaving without giving us a fair try?"

You want to see another example, let's go to the next case study.

This one is www.StopMarketingMistakes.com/exit.htm. On the Executive Summary, it is number two on our list. Let's click it.

*For exit
popups,
use non-
permission-
based audio
to grab
people's
attention*

Because I learned what I learned from AudioGenerator, we didn't have to make the same mistake with this particular client, Shirley Hanson.

She's a copywriter. She's a direct marketer, and she has a similar popup.

There's a picture of her, "WAIT! I need your advice. What's the single, biggest reason why you are leaving us without giving us a fair try? Submit your answer now." Does this look familiar?

This is exactly what we did with Armand's. Why? It worked.

Remember, the actual popup is not going to be full screen like this. I'm just showing you the entire address so the popup comes up completely.

If you go to www.StopMarketingMistakes.com — which is a great eBook, by the way — you can go up and click on the refresh page, and you will see this popup, if you don't have a popup blocker.

Now what if your popups are getting blocked? I'm going to be talking about that in just a moment.

These are regular popups on B-to-B websites. Believe it or not, business to business sites don't have as many popups blocked as business to consumer.

Why? Most consumers use AOL, Earthlink, Internet Explorer or other type of intranet type browsers. They hate popups. Many are afraid of adult popups for their kids or for whatever reason.

I love popups. I collect all my junk mail. That's my swipe file. You should see the junk mail I've collected.

Marc Harty, who's on the phone right now, has seen bits and pieces of it. I have entire storage houses full of mail I've received over the years, because this is my swipe file. Popups are my swipe file, so don't block them.

Definitely take your popup blocker off so you get to see what people are putting up on the net.

This is Shirley Hanson, and it's www.StopMarketingMistakes.com.

*Learn from
the mistakes
of others, so
you can be
successful
the first
time*

Take a look at her website. Refresh, and you'll see the popup in all its glory. She has a little different voice tonality, which has a slightly different effect.

Our third case study in the Executive Summary is from a very successful website, www.e-filtrate.com/exitpop.html. Click that. This particular site is a client of mine, Dori Friend, you may know her.

Her site did \$14,300 last month — in just one month.

She's only been online for three and a half months. She did \$14,000. What a success story. I know she will do \$100,000 from this site. It's insane.

She has a content checker. If you're an Internet marketer in commercial email and you're sending out email to business to business or business to consumer clients, you want to get e-filtrate.

E-filtrate allows you to check the email before you send it out to see if it's going to go through or not.

That's what she does. She has the best on the market as far as I can tell. In fact, it's so good, if you have 1ShoppingCart, the content checker at 1ShoppingCart uses her system. I put both of them together.

That's one of the nice things of being a client. If you think I know someone who can benefit you, please do ask because we hook people up all the time.

Notice how Dori benefited from Shirley who benefited from Armand at www.AudioGenerator.com. "Wait, before you go I need your advice. What's the single, biggest reason why you're leaving us without giving e-filtrate a fair try?" The words are absolutely the same.

Here, she's even gone a step further. She's put her AudioGenerator affiliate link here. You see that button there that says AudioGenerator? If you click that, you will go to www.AudioGenerator.com, and that is her affiliate link.

In other words, by putting that button there, if they don't give her advice, she may still end up making \$10 a month from AudioGenerator if they decide to order it. That's a little tip.

*There is
no good
or bad in
testing,
just more
or less*

I can't give you any feedback yet, because she's testing it for the first time. In my opinion, it's an ugly button, so I wouldn't put it there because of aesthetic purposes. But for monetary purposes, she's putting it there.

She's a logo guru, so I asked her, "Why do you have that button there?" She told me that the reason she's doing it is because she's testing.

In testing, there's no good or bad. It's either more or less, and that's what you're testing. Hopefully, you will do the same thing.

You have three examples. They're very simple. All of you should have an exit popup on your website.

Now, where is all of this information going? All of it is going into ASK Database™ at www.ASKDatabase.com. Why? The ASK Database™ allows you to make sense of the information very easily.

There really isn't any other search engine for survey data yet, other than the ASK Database™.

I co-founded ASK Database™. Frank Deardurff and Zachary McCullough are other co-founders. We've recently launched the affiliate program for ASK Database™. By now, each of you should know what ASK Database™ is.

If you're not subscribed to it, it's not the end of the world. You can still use your exit pops, but it just makes sense of all of your data.

If you want to try it for \$1, you can get a trial subscription of 21 days. Just go to www.ASKDatabase.com and sign up for the trial version.

We did that deliberately so that people will try it out. Make sure that if you're not a webmaster you don't futz around in there. Get your webmaster to do it themselves. It's a heck of a lot easier; you won't be as frustrated.

All this data is dumped into the ASK Database™.

What are we doing with this data? I can share with you what we did with AudioGenerator. Go back to www.AudioGenerator.com.

*Use people's
feedback to
create your
site —
people
support
what they
help create*

Let's take a break for a moment. At www.AudioGenerator.com, you will see a headline that changed after we got the results from the exit pop.

Originally, the headline read, "Discover the fastest, easiest, most economical way to increase your sales and profit without spending a dime more on advertising costs."

Man, I was proud of that. Well, I'm not as smart as the only marketing genius on the planet — our client, our customer, our patient.

Whatever you call them, they are the only marketing genius. You are not. I am not. Anyone on this call, it's all about guesswork until they tell you.

People support what they help to create.

If you accommodate them, when they come back to your site and you show them that you've accommodated them by changing something, they will buy. They will honor you and pay homage to you.

Giving the page a new headline is all we changed on the landing page, and we had over a 260% increase of people going to the order page as a result.

Can you believe that? Over a 260% increase just by changing the headline.

Here's the 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."

I didn't write that. Our abandoners did. The 98 out of 100 people who left our page did. Actually, Armand wrote that from the feedback we got. Then, we added one link at the top, which says "Click here if you want to hurry to find out how. "

Here's the feedback we got. "It's too expensive." So, we addressed that right in the headline. They said, "I have an eZine, and I don't see how this will apply." So, we put eZine subscription in the headline.

We also heard, "No one else has audio, how will I know that it will make an impact? How will I know that people won't leave my website?"

*Find out
what your
most
abandoned
site is, and
use an exit
popup there*

So, we spun that around and said, "It will send your competitors running home crying to mommy." And, it has. These days, talking websites are as important as having an auto-responder sequence or a shopping cart.

Another complaint we got was that they couldn't find the order form.

I have nearly 100 links going to the order form. All the AudioGenerator links are going to the order form, and despite that fact, they couldn't find the order form. They said, "Where's the order form?"

That is why I put, "Click here if you're in a hurry to find out how." When you click that link you go straight to the order form. Isn't that neat?

In one week, we had over a 260% increase as a result of the changes. We could have tested things that just came from our heads without surveying, but that could have taken a year or longer. I know, I've done it.

But, with a simple survey, we got our answer — so just ask.

You've heard of "Just do it." "Just ask" is more powerful. The question mark is far more important and far more powerful than the exclamation point. That's not me saying that — that's Dale Carnegie. Use that on the exit popup.

Action Plan number two, which you will see in the Executive Summary, is funnel all replies into your ASK Database™ account.

No excuses — you can get it for \$1 for 21 days. Just do one exit survey through any one of your websites. Find the web page that has the most abandonment. Some pages have more abandonment traffic than others.

With that site, make the exit popup come up there. It's not always the home page. If you have a portal site, then chances are some pages deeper into your navigation may be the most abandoned site.

How do you find out? Just look at your web logs.

If you have WebTrendsLive you can check it there. With any type of web analysis program, you can find out.

*Have your
personality
come
through
on your
website*

Action plan number three, "Uncover the reason why or reasons why website visitors won't buy."

The ASK Database™ can do that. If you're a programmer, you can probably create your own database to do that.

For AudioGenerator, the reasons why visitors didn't buy included they couldn't find the order form. They thought it was too expensive.

It wasn't too expensive — they just didn't see the value of it. So, we made it ridiculous at \$1 per day.

They didn't think it had any application to eZines or online newsletters. We hit them between the eyes there. They were afraid that no one would agree that audio is a way of the future for communication. We told them, "If you don't do it, your competitors will. Then, you'll be left in the dust."

We put all of that into the headline. Then, we added a simple link to get to the order page.

Action Plan number four, "Revise your sales pages based on your responses." This entire session is going to be about these four things.

A four-step action plan — Ask your exit traffic why they won't buy it from you. Funnel all replies into an ASK Database™ account or a database where you can evaluate the data. Uncover the reasons why website visitors don't buy. And, revise your sales pages or marketing communications.

This includes direct mail. Revise the way you speak, based on your responses.

Let's go to case study number four, www.StrategicTraffic.com/exit.html. Click that link in your Executive Summary. What you're going to see is my good friend and partner, co-founder actually of the Traffic Conversion Institute, Marc Harty. He's a student of this series.

It says, "Wait, I need your advice." Marc's tone is different from Shirley's, from Armand's, from mine and from Doris's. All personalities are different. Your personality should come through on your website.

*Don't try to
be someone
who you
are not*

Don't be someone who you're not.

Marc's voice comes across a certain way. They're leaving his digital home, so he's trying to grab their attention with his voice.

Dori does it differently. Shirley does it with different intonation and different words. Armand does it completely different. I do it with a type AAA personality. Just do it consistently with your personality.

Marc, I want to welcome you to this session.

Marc: Good to be with you, Alex.

Alex: You know when we worked on Marc's website at www.StrategicTraffic.com, this is one of the first things we did before the site was written. Marc wrote the site. We were working together.

The site has a pretty decent conversion rate for what it does. It has some very, very content rich information.

Marc, what's the biggest benefit this exit popup — this abandonment traffic survey — provided for you?

Marc: It really helped pinpoint my marketing. We are working on the changes to this site now from the replies we got.

For example, a couple of things that I got in replies was people wanted to see specific examples and case studies. They also wanted to understand what strategic traffic is. How does it differ from other types of traffic?

Those were two core pieces of information that I got. I can now implement these in terms of the sales page, but I am also going to be changing my landing page for my pay-per-click advertising, based on that feedback.

*It is wise
to begin
with the
end in
mind*

Alex: In other words, the actual traffic source is going to be changed as a result of why people are leaving.

That is beginning with the end in mind — the end being the end of the road. Chances are you may not be getting orders from them, but they are giving you valuable feedback so that you change your traffic source, possibly even change keywords.

That way, they can mirror what people are looking for and, ultimately, change what's on the sales page.

You mentioned case studies, Marc. What plans do you have for revisions?

Do you have anything particular in mind?

Marc: Yes. We're going to be adding a couple of examples using case studies. It's always easier for somebody to understand a concept when you provide a concrete example.

When I use the term strategic traffic, sometimes it's a little bit hard for people to get their arms around what that is and how it is different from pay-per-click or optimizing a website.

By providing a specific example, it makes it more concrete for them.

Alex: Tell us the story behind Strategic Traffic. How did it come to be?

Marc: In large part, it came through our brainstorming. One of the things that I think was unique, in looking at the entire traffic universe which is very cluttered, there are some very good people.

Our objective was is to create a brand and a niche that was unique.

Part of this is based on my background, doing a lot of strategic work both in advertising and marketing, and applying that strategic work to tactical executions, whether it be search engine marketing or email marketing.

It was a good fit for me in terms of my personal background.

You can deal with urgency or scarcity as your call to action

Alex: Because of the agency background, correct?

Marc: Correct.

Alex: I want everyone to go to www.StrategicTraffic.com. You may have seen this before. I want to call it to your attention again, especially if you have an eBook product or an eCourse.

What was mind boggling to me, Marc, is that the domain name, "Strategic Traffic" was available. No one had gotten it. I think it's such a powerful name, as strategy is such a powerful word as far as its principle centeredness.

Go to www.StrategicTraffic.com and scroll to the very, very bottom.

This is a marketing model, and it's a very powerful model. It deals with urgency — not scarcity — as the call to action.

Tell us about why you decided to go this route under the P.S.

Remember, it says, "You have two choices to get StrategicTraffic. One of them is to get it free, by getting the 21-Lesson eCourse over sixty days. Your other choice is to get all the tips immediately, \$39 for a limited time."

In other words, you're giving it away for free over a 60-day period, right?

*If you have
a free
versus paid
version,
sweeten
the pot by
adding
bonuses*

Marc: That's correct. And, as they're getting these tips over 60 days, I'm also seeding them as to why it would make sense to buy the book. There are some additional bonuses and enhancements in the eBook that they don't get with the free version.

With the free version, I have a really good conversion rate in terms of getting people to sign up for the eCourse.

In terms of an objective for conversion, the first objective is to convert a visitor to a lead by getting their email address. That way, I can market to them later, and hopefully, get them to sign up for the course.

The second objective is to get them to purchase the eBook. By using this P.S., it allows me to accomplish those objectives.

Alex: That's interesting. I would love to A-B split test this a little earlier in the sales letter. I think it's a very powerful proposition — getting it free over 60 days versus getting it now for \$39.

If anyone of you want to obtain tightly targeted traffic that's going to generate sales, you can pay for the eBook, *21 Secrets With No Ad Cost*. You can pay for that eBook with just one order.

Marc is even sweetening the pot a little bit by giving additional bonus gifts to people who purchase it versus doing the auto-responder sequence.

I think you have a very high opt-in rate, Marc, because you're not selling on scarcity — you're selling on time and convenience.

Marc: I'm also taking a long-term approach here. I'm interested in building relationships, not just generating sales.

By having multiple points of contact with this course over a period of 60 days, I'm building relationships with these people.

Then, in turn, I can market to them later — whether it's a teleseminar or the enhanced version of this eBook that I am doing with an audio CD.

*Success
in business
is delayed
gratification,
whether
online or
offline*

Alex: Strategy is delayed gratification. That's how I would define strategy in two words — delayed gratification. Or, you could say that success in business is delayed gratification, whether online or offline.

Marc is a very process-minded thinker and a strategic thinker. Everything about this site is in alignment with who Marc is and what he represents.

Marc, you are an agency guy who is trying to kick the habit and start getting into the independent scene of lecturing in public and selling your own courses instead of generating a large part of your income through clients.

This is almost like the bridge between the agency and going out on your own. Are you finding this has allowed you to start branding yourself as a name from outside the agency network?

Marc: Oh absolutely. It's kind of the best of both worlds. It allows me to leverage my past experience as a way of moving forward, as you mentioned, into information marketing.

Alex: Right. Again, we come back to the exit popup. That exit popup is the holy grail of finding out why people are not going for what they have been offered, why they're not going for an opt-in or why they're not buying.

Ask them.

It's the doorknob close — the Columbo close. A life insurance agent, when they come to your home, they're taught to go to the doorknob, turn it, then say, "By the way, why didn't you buy?" When you tell them, they say, "Oh, that was an oversight on my part."

Get the truth from people who are leaving you, not people who have bought from you

Then, the salesman comes back to the kitchen table, like Columbo.

Do you remember that T.V. series, Columbo? Before he used to pound the final nail in the coffin and the person who was found guilty of assault or of murder, Columbo would scratch his head. Just when you thought it was over, he'd say, "Oh, by the way..."

This is the "by-the-way" close. Before they leave, you're saying, "Wait, before you go..." or "By the way, why didn't you buy?"

You want to get the truth?

Believe me, you get the truth from people who are leaving you, not people who have bought from you. People who buy from you will patronize you so that they don't hurt your feelings.

You can only extract the truth from an ex-customer or a prospect. Existing customers are like family, and family will always stretch the truth, tell you a white lie or even outright lie to keep you from getting your feelings hurt.

Because of the way we're raised, many times we're adverse to criticism, so people walk on eggshells — even in terms of constructive criticism.

Ex-customers and abandoners don't care about that. You're not family. They will tell you the truth, and that's what you need.

That's the only way you're going to revise your sales pages or your marketing message — whatever it takes so that you are more in alignment with your first-time visitors, even your coldest prospects.

If you're in alignment with them, you can warm up the prospects, as Marc is doing with his auto-responder sequence. I recommend everyone opt-in just to see his process. The way it works is brilliant.

Marc: By the way, I did want to point out that I use e-filtrate. It is so much better than most of the other products. One of the challenges I have is that "traffic" is one of those high spam content words.

Therefore, we had to be a little bit creative in terms of how we got that into the auto-responder copy.

There is no substitute for person to person contact

Alex:

Oh good. E-filtrate is a great product. It's amazing what the spam filters pick up and what they don't care about. The word "free" doesn't have a very high spam count, but "your family" has a very high spam count.

In fact, it can completely annihilate your message and filter it if it's in the subject line. You've got to be careful of that.

If you've seen my presentation from The Platform, you have my presentation on the 17 most uncommon spam filtered words. If you don't have that, send me an email, and I'll send it to you. I'm at Alex@AskMyList.com.

Right now, I want to have Adelaide join me. I want to put her on the spot if she doesn't mind.

We have a pretty good case study that I want to share with everyone. In case someone is in the same position, I want to ferret this out now, because I want to go back to class number one, which is asking our target market.

We have technology, and that's great. Technology really speeds things up. But bottom line, there is absolutely no substitute for one to one, voice to voice or person to person contact.

Even though we're asking these questions on the Internet, even though we have these ASK™ web pages — "What's the single, most important question you have about..." or "What's the single, biggest problem you have or face with..." — why can't we just do it person to person?

That's what I used to do.

Even though technology is great, don't let that get in the way.

You will be filled with a new source of adrenaline, and your blood will rush through your system when you get feedback as you call people and

ask them personally what is most important about your topic of expertise or what's the biggest problem they face with your topic of expertise.

Adelaide, welcome.

There is often a common frustration with technology

Adelaide: Thank you, Alex.

Alex: Do you mind if we talk a little bit?

Adelaide: Not at all.

Alex: We don't have to get too personal about the topic, but we did some work recently and found there's a common frustration with technology.

I'm one of the worst perpetrators of not being able to use technology, and then, I end up just not doing it.

I would hate that to get in the way of an ASK™ campaign.

Some of the work that you and I did recently, Adelaide, in one of our half-hour sessions together, came after you asked me, "So, what do I do now? I know all this. I've seen it. I have a bunch of notes, but where do I start?"

I think we ended up with good closure, and I'm dying to find out what's happened since.

If you don't mind sharing what you're comfortable with, I'm sure the group would love to hear it, as I'm sure many can relate to it.

*You can do
an ASK™
campaign
over the
phone or in
person,
rather than
on the
computer*

Adelaide: I have five appointments set up to interview five different parents on what their single, biggest problem is with raising their child or children, right now.

Alex: You came to me because you were having challenges with how to do this ASK campaign™ from the technology standpoint. We went back to grassroots.

Your topic of expertise is what, for everyone's knowledge?

Adelaide: Parenting.

Alex: And, you coach parents for what?

Adelaide: I coach parents in order to have their ideal relationship with their children, to have more fun as a parent and feel less stressed.

Alex: As a parent, I need you.

Adelaide: I know, and I'm going to rise to the occasion.

Alex: I'm getting you. All we talked about was let's go back to grassroots. Do you know one dozen parents, even if they are friends of friends of friends, who you can ask one simple question, "What's the single, biggest problem you face with raising your child?"

That's more or less the question, is it not?

*Help your
customers
make time
for you*

Adelaide: It is, and every single person that I've spoken to has been more than willing not only to have the conversation, but to be recorded.

One person misunderstood and thought I was just asking that one question. She said, "Just email it to me, because I'm really strapped for time."

I explained to her, "I want to have a dialogue with you, so you tell me what I can do to help free up 15 minutes of your time, and then, you can give me this in return." So, she was right there with me.

I also have to tell you as a side note about Alex coaching me, he coached me on selling my services in bulk — not one session at a time — but five at a time. And, I did the first one of those today.

Alex: Oh, you did? How many in advance?

Adelaide: Five.

Alex: I'm proud of you. That is great news. Thanks for sharing that with us. I'm going to give all of you a little background about that.

Adelaide is a therapist, a coach and a mentor. She's actually going to coach me, as a parent with two in diapers.

I was her first parent, and I said, "You know, I have a problem. My kids control two things. I have a collision of roles at home. I'm a business person, a husband and a father. And, I'd like to think I'm good at all three, but all three collide during the day."

Understand, when my wife walks in at 5:30 in the morning saying she's got the stomach flu, then I have two in diapers that I have to take care of, two teleseminars during the day, one coaching consultation and a bunch of web copy that I have to write. So, I have a problem.

*Consider
having a
dialogue
with your
clients*

In this circumstance, I always cancel the appointments of parents first because they're the most empathic. People who are single and don't have kids are the toughest. They just don't understand. They don't share that. They can't commiserate.

My biggest challenge with my kids is dressing and feeding them. That's my wife's biggest challenge, too. Those are the two things they control.

The general catch-all challenge I have as a parent is how do I keep myself or be okay with colliding these roles that I'm constantly dealing with — the bread winner, the father, the husband. Loving in all ways, but how do I make it so they don't conflict?

Adelaide is going to do some work with me. That's my single, biggest problem. So, that got the ball rolling.

Let me tell you something.

It doesn't matter what business you're in. You can be an author of a book. You can be generating traffic. You can be a conversion strategist. You can be working with a kid who is a chess champion. You could be an expert on blogging. You could do anything.

It doesn't really matter what you do. Get back to grassroots.

This is my fault and ignorance of not bringing this up earlier. I'm not going to wait six-months before I do this next time. I'm going to state this from the beginning. I just took it for granted that people talk and have a dialogue.

Did you hear what she said? She said, "I want to have a dialogue with you." That means this is not a monologue. A dialogue is interactive. You can learn more and extract more nectar one-on-one, using an ASK™ dialogue.

I'm going to start talking about ASK™ dialogues, thanks to Adelaide.

I've been talking about ASK™ campaigns. Those are mini-campaigns made up of individual monologues — me asking one question and them giving one response. That's not really a dialogue per se, it's not interactive.

You can learn more from dialoguing with a few customers, than from getting a pat answer from hundreds of customers

But, what if you had an ASK™ dialogue? Isn't that what Socrates did with his Socratic Method? It was dialogue-based. It wasn't monologue-based.

Cicero gave a monologue — a soliloquy. The Greek, Socrates, gave the Socratic dialogue, and he kept asking and engaging people. I want you to do the same thing with folks who you think are in your target market.

Start with your customers and take them back, "Say, do you remember when you didn't know about me or didn't know I existed, and you came to my website for the first time? Or, you heard about me through a referral? What was the single, biggest problem you were facing at the time about ____?"

Then, fill in the blank with your topic of expertise.

Or if you wish, you can say, "What was the most important question you had about ____?" Then, fill in the blank as your topic of expertise.

Use one of those two questions.

One is eliminating the problem. The other is gaining the question. What's most important — that's moving toward the answer or the solution. What's the biggest problem you have with — that's eliminating the problem.

In Adelaide's case, with most parents, we chose the problem question, as we felt that was important. Adelaide is going to have a blast because she's going to be dialoguing. These are going to be mini-therapy sessions.

My wife Aimee and I are going to dialogue with her. That dialogue in itself is therapeutic. That's what you want to do. You want to do, in a sense, a marketing therapeutic dialogue with a few clients.

I'm sorry if this sounds corny, but I'm really passionate about this. You can learn more from a few customers in dialoguing with them, than hundreds of customers when you just get one pat answer.

Start thinking about ASK™ dialogues and do what Adelaide did. It will make a huge difference in your business, probably in your life, and it will definitely affect your bottom line.

With an ASK™ campaign, you can use an open ended question or give options

Let's move on to a more elegant sequence of exit pops. Case study number five is www.1ShoppingCart.com/pop_advice.html. Everyone please click that link in the Executive Summary.

Here's what you're going to see. It's not an audio exit pop, but I want you to understand what this popup is. Again, you will see this as full page, but in the real world, it's a small popup that would come up.

Many of you have seen this. The first iteration of it is, "We need your advice before you leave us. What's the biggest reason why you have not decided to give 1ShoppingCart a try?"

That was the question. It was open-ended. There were no boxes, as you see now. Again, this is case study number five in your Executive Summary.

Originally, it was just open-ended.

I did this two years ago, and I've only seen two other marketers use this technique — one of them was my client.

All of you can use this technique. It's so simple, especially with the ASK Database™ — it makes it simpler than ever. When we first did this, we didn't have the ASK Database™ at the time. We had to do it the hard way.

Marc Harty, I would like to get your input again.

Marc: Sure.

Alex: We found that there were four main reasons why people were leaving 1ShoppingCart.com.

So, now the exit pop has check boxes that say, "I need a merchant account first. I need a built-in auto-responder system. I need an affiliate management program. I need an eBook digital delivery system." Then, there's the "Other" category.

Marc, when it was an open-ended question without any choices, and people just typed in stuff, what do you think the number one reason was that people were leaving of those four choices?

You must understand the conversation in your prospect's mind

Marc: The first one on the list.

Alex: There you go. "I need a merchant account first."

You see what he said? The first on the list — this is formulaic. It will work no matter if you know the answers or not. It will work no matter if you are Internet savvy or not. The formula is the first on the list.

Let me repeat that. You have an open-ended question, "What's the single, biggest reason why you're leaving without giving us a try?" Then, you get a bunch of answers. Take the top four answers and put them in order as they were expressed by your visitors.

Remember what Robert Collier, the father of direct mail, said. "You must understand the conversation in your prospect's mind."

That's the only way you can turn them around to buy. You must understand the conversation in their mind. What are they saying in their mind?

That is what the ASK™ campaign is doing. It is extracting the conversation in their mind. Powerful.

Then, we put these four choices.

"I need a merchant account first. I need a built-in auto-responder system. I need an affiliate management program. I need an eBook digital delivery system." And, for posterity, we put the "Other" category. That way, if any of these new answers beat any of the four out, they would make the list.

We never put price first, second, third or fourth. We let our visitors volunteer price. Do you know why? People will always go to price.

Have a thank you page that is specific to each particular response

They'll gravitate towards price. It's a "gimme." It's like being two inches away from the pin and just knocking the golf ball in. People will always go for that answer, so don't ever put price up there.

Make them work for price. Make them say it.

Let's just say you clicked, "I need a built-in autoresponder system." When you click that, you're going to get a unique response on the thank you page of that popup. Try it so you can see it.

It says, "Did you know 1ShoppingCart now puts the power of autoresponders at your fingertips for less than \$30 per month?" Then, it gives a few bullet points.

Now, I'm going to go back and click merchant account.

It says, "Did you know that 1ShoppingCart can give you the ability to accept credit cards for your online orders for as low as \$18.95 per month? 100% compatible with any shopping cart, 99.4% approval rate despite bad credit, quick application takes 48 hours or less."

That's what it says. End of story.

Here's the way this works. There are two buttons on there, "No thanks, I'll pass" and "Please tell me more!"

When they say, "Please tell me more," it takes you to a page trying to convince you to buy the package because of the autoresponders or because of the merchant accounts or whatever you clicked on.

Do you see the format there? First, you have an open-ended question in your exit pop. Once you have the top four answers, you put all four of those answers in little check boxes. Plus, you put add an other category so they can fill it in. Then, each of the boxes has their own thank you page.

What's a thank you page? It's the next page that comes up in the popup, which is specific to that particular response.

If you have specific answers to people's objections in your exit pop, some abandoners will come back and purchase

"I need a merchant account first," then it's going to say, "Did you know that 1ShoppingCart has the ability to accept credit cards for your online orders for as low as \$18.95?"

Then, you see two buttons — "Please tell me more" or "No thanks, I'll pass." If they click "Tell me more," then they go to a page that exclusively talks about merchant accounts or autoresponders or whatever it is that you started the objection with.

This is marketing Judo that is surgical. All it's doing is focusing on your specific objection, so it's as if the machine or the browser is talking to you.

Isn't that brilliant? And, it works.

Here's what happened. After people went through that process, a little over 5.5% of the people went ahead and purchased the \$599 a year, premium package from 1ShoppingCart.

Abandoners came back — I call that recycling.

Abandoners came back and purchased that product. Is that amazing? You can do this. You can do it in an instant, and I hope you will take advantage of this process.

Make sure that you do have two buttons — a yes button and a no button. If you just have a no button, that takes you into a dead-end.

Case study number six is www.AskMyList.com/bigseminaraudiopc.htm. What you're seeing here is a postcard for my offer for the Big Seminar. It's an irresistible offer — free, free, free, free. You can read it on your own time.

What is this call about? It's about abandonment traffic, right?

I don't really care about the people clicking that link that I'm holding up in the box, which says, "Click here to get these free bonus gifts, \$770 value."

I'm actually giving more in bonus gifts in real value — one year subscription to ASK Database™, two nights free stay at the Radisson and my affiliate commission, which is something like \$525.

*You can
give people
permission
to not take
your offer
and, in
turn,
capture
their "why"*

I came out and said it. This is a very powerful technique if you ever try to sell a seminar as an affiliate. Tell them everything. Tell them the truth. Part the curtain, then load them up with bonus gifts.

Does the ASK Database™ cost me \$360 a year to give away? No, it doesn't. But, everyone on the call would be paying that if they don't own the database. Obviously, that's the retail value. Free 12-months if they sign up through me. That's what I'm giving away.

Despite all these bonuses, did you know that a large part of this traffic didn't click that link at the top. That link was to get them to go to the Big Seminar page, to ask me a question for my presentation and to sign up.

I am the number one affiliate right now, but a lot of people clicked the link that is directly beneath the audio postcard. Once again, you can view it at www.AskMyList.com/bigseminaraudiopc.htm.

Most people either left the audio postcard or they clicked the link at the bottom underneath the postcard, which says, "Click here only if you can't attend the Big Seminar March 19th, 20th and 21st."

Is that exit traffic? Aren't I giving them permission not to take me up on the offer? I want you to click that link because that page is actually case study number seven.

With this, you hear an audio message. It's not permission-based. It starts automatically because I know the importance of the fact that they're exiting.

It says, "What's your number one reason why you cannot attend the Big Seminar this March?" I'm giving you a bunch of choices, and these choices have come through surveys. They were open-ended surveys. These were the top four answers I received.

"I don't do marketing seminars. I don't want to travel to Orlando. I don't run an Internet business. I already have heard the speakers." Those are the four answers. The fifth category is "Other."

The number one reason now is other. That's what people click.

*When asking
for an email
address,
request their
primary
email*

Most said, "I can't afford it. It's not in my budget. It's too much money at \$1,495." That's the kind of answers they gave us.

I'm asking for their first name and their primary email address. The key word there is primary. People have many email addresses. Start using primary as an adjective. That's key.

Remember that — it's a little tip on the side.

Here's the big question. Of these four answers, other than the other category, what was the number one reason they're not coming to the Big Seminar?

I will tell you this. It was number one by 3.5 to 1 — a landslide. I know this because all this information is going into the ASK Database™, and I have these little graphical charts that my programming team, Frank Deardurff and company have done for me.

If you have the ASK Database™, you can see this information in just one view.

I'm going to make you work during this session, Marc. Once I offered these as choices — "I don't do marketing seminars, I don't want to travel to Orlando, I don't run an Internet business and I already have heard the speakers" — which of the four reasons was number one?

What do you think? You can be wrong if you want, Marc, because I was wrong. So, go ahead.

Marc: I would say, "I've already heard the speakers."

Alex: You know what, that was my guess. My second guess was, "I don't do marketing seminars." But, the number one reason, by a landslide, was "I don't want to travel to Orlando." That was the number one reason.

What did I do?

*When
having a
seminar,
offer an
alternative
to those
who cannot
make it*

I picked up the phone and called Armand Morin. I said, "Armand, I want to sell your audio cassette as a pre-event, pre-publication release to those people who gave me that answer."

The email I sent says, "About a month ago, I asked you your number one reason why you wouldn't attend the Big Seminar with me, and you said that you don't want to travel to Orlando. Well, I just called up Armand Morin and found a way to bring the Big Seminar to you at half price!

"We're going to make these audio tapes available to you for half price. But, the moment the seminar begins, all bets are off — and the price goes up. Should you decide to purchase them before the event, you get them for half price, or you can wait until afterwards and pay full price.

"They're worth ten times the amount of the full price, so you get them for chump change either way."

Am I going to generate sales? Is that marketing Judo? Am I monetizing my abandonment traffic — the people who are not going, who I'm not getting commissions from? Am I going to sell tapes? Absolutely.

You know how I know? I've done it before.

I didn't do it with technology like this before. I did it with direct mail. I'm the only speaker who's doing this.

I have a huge affinity, almost an endearing affinity for exit traffic. I love my abandoners. I love getting abandoned, because those people are going to give me the nectar to get more sales.

That nectar is just a few words, a few conversations or a few objections, and at this moment, you are seven, eight, maybe nine objections away from a sale. Well, here's an opportunity right here.

"I don't want to travel to Orlando."

If you're ever having a conference of any kind, have these choices. You don't do blankety-blank seminars, whatever type of seminar you're offering. You

When you offer an answer to an objection, you can capture additional sales

don't want to travel to this city. You don't run a specific type of business, whichever business you're in. You've already heard the speakers.

Use those four answers. Time after time, those are the four most popular answers other than price, "It's too expensive." That's the lazy man and lazy woman's way. Don't use that as one of the choices, use those four.

If by chance you have a lot of people say I don't want to travel to L.A., Chicago or wherever it is that you're having your event, then two weeks before the event, tell them, "Because you indicated that you don't want to travel to wherever" — didn't they indicate to you that they didn't want to travel to the venue — "I found a way to bring the venue to you at half price."

Why should they say no?

They really have no reason. In fact, you've pinned them. This is a very powerful exit strategy. I cannot wait to get the results.

I have not gotten all the results back yet, but I bet you I will not only be the number one affiliate for the Big Seminar because of that offer, but the number one salesperson for the tapes — just because of this very simple exit strategy.

Very powerful. I hope you use the formula. Again, it's very simple. Just replace the words that are there with words that are appropriate to your type of seminar or your type of event — especially if it's a big-ticket event.

Let's take a look at the next case study. This is a very different type of exit strategy. Go to www.MarketingWithPostcards.com/freechapters.

This is not my sales page. This is called my "shy yes" page.

Do you remember this strategy? Some people call it the name squeeze strategy. This page just gets an opt-in.

I have a lot of search engine traffic coming here because there's not much to read, and I'm giving them three free chapters of the \$247 course.

When
people opt-
in, consider
telling
them what
the subject
line is on
the email
they will
receive

The bullets there are a lot of my keywords for realtors, real estate marketers, sales professionals or people who sell through direct mail, which are offline sales leads. See those target words over there?

I want everyone to opt-in right now. Type in your full name and your email address, then click free chapters. If for some reason you're opt-in phobic, you can click the next case study, but you won't get the same effect.

Type in your name and your email address, then watch what happens.

Like magic, you see your name on the website. I'm seeing Alex, you're getting three free chapters. If you just click the next case study on the executive summary, then you're going to see a blank there with a comma.

To get the full effect, opt-in and you'll see, "Alex, you're getting three free chapters," or John, or Marc, or Adelaide. Isn't that powerful? I'm talking to you. And, it's a picture of me. An old picture, but it's still me.

Then, it says, "You'll get an email message that contains the special link to pick up three free chapters from my *Market With Postcards* course."

Look at what I say next. This is just an extra bonus tip for you guys.

"The subject line to this email says, 'Alex, got three chapters?'" If your name is Marc, then it would say, "The subject line to this email says, 'Marc, got three chapters?'" If your name is Adelaide, it would say, "Adelaide, got three chapters?" Very powerful, don't you think?

A very simple script. I don't know how to do it, but Frank did it.

This is called an intermediary page, and it is purely permission-based. By the way, do you know why I told them the subject line there?

So, they don't throw that thing away. If they know what's in the subject line, they'll look for it between all the other spam they get every single day. They won't miss out when it says, "Adelaide, got three chapters?" That's why I gave that information, as a heads up.

*When
people are
leaving you,
offer them
a chance to
Master Mind
with you*

They're getting that email simultaneously, so they probably have it in their box, as you do right now waiting for you.

This is the third sentence. It says, "In the meantime, if you want the full story about my postcard marketing course, please click the, 'Yes Alex, I want the full story' button shown below."

You see how my buttons are calls to action. Again, make your buttons calls to action, not just submit, "Yes Alex, I want the full story."

What happens if you click that?

No big deal, you go to the Marketing With Postcards home page. I'm assuming you want to read it, because you said yes. If you have clicked that, I want you to back up.

I want you to click where it says, "No, Alex I want to pass." That's really my right hand pointing to it. It's my left as you're looking at me, but it's really my right hand pointing to it.

What happens when I click that?

This should take you to our Master Mind page.

I'll give you the Master Mind page now. Go to the next case study link in the group of case studies on the executive summary. It's the third group at the very bottom, www.TrafficConversionSecrets.com/mastermind.

Let me use my ability to talk in pictures to tell you what's happening. Imagine a photo album of a Master Mind group. We've got our photo album going at www.TrafficConversionInstitute.com/classpics.htm.

Imagine a Master Mind group of people who want to Master Mind with each other. They're on a list. These are some big, big names that are there.

That's what it is. It's a free online Master Mind group.

In fact, if you want people who are leaving you to like you, then give them the opportunity to Master Mind with you.

*If you offer
a Master
Mind group,
make it
free and
make it
viral*

If you're in the network marketing business and you teach network marketers how to market online, create a Master Mind group for that.

If you're in the business of coaching and giving therapy to patients who happen to be parents, who are out-patients as far as I'm concerned, in their own home, then have a Master Mind for that.

If you're a success coach, have a Master Mind for that. If you have a group of people looking for work and you have like a mini-portal site like www.Monster.com, as one of our friends and colleagues who is a student of this course, John Lucht, then you can have a Master Mind for that.

Make it free and make it viral, so that people can communication with each other. They need to tell you what they do, why they decided to be part of the group and any ways to contact them. Typically, we put websites.

What I do, why I'm here and my website. I've done a little extra on the member photo album, but in effect, it's a Master Mind group.

Here's why you want to have a Master Mind group.

Now, the button said, "No, Alex I want to pass." When you click that, you should see a Master Mind group come up. You can view it at www.TrafficConversionSecrets.com/mastermind. As you scroll down, you will see my picture at the top and everyone else listed alphabetically.

People want to put their name there. They want to be associated with other people of like mind. They feel they're going to get something for nothing — because it's free. You can be part of that Master Mind if you'd like.

Every single person in that group, except for three people, are customers of mine now. That's like 90%. Nine out of ten people on that list are customers. Why? They have webbed themselves to me.

They have webbed themselves to my group. They have come to my community — my family. This is a very, very basic Master Mind group.

It doesn't have to be elegant.

People who know, like and trust you will be the least resistant to buying from you

Nine out of ten of those people are now customers of mine. Why? They've grown to know, like and trust me, as they will with you.

Debbie Weil, who is also a student, has an eBook at www.WordBiz.com that's available. She used the ASK Database™ to title that book. I'm actually using that case study, Debbie, at the System Infoproduct Seminar, so you should get some additional traction from that.

What's interesting is, someone might be interested in a particular topic like blogging. What is blogging?

Blogging is an interesting concept, but you might not know what it is. What if you were part of a Master Mind group that talked about blogging?

A blog is kind of a Master Mind group, but it doesn't have pictures. What if you could create a little Master Mind group that's niche-oriented, in your area of expertise?

Those people who give you their pictures, what they do, why they're there and ways to contact them, are open-minded. They're people-people. Those are the least resistant people to buying something from you once they grow to know, like and trust you.

They were your exit traffic, but you're going to monetize them.

I hope this makes sense to everybody, because this is more of a delayed gratification approach, but it's an approach that no one, whom I know, has ever done except for me.

It has pulled big, big numbers for me because I have high-ticket items, as you know with this course. You know what you paid for the eight sessions.

No matter what you do, there's always an exit strategy that is right for you. Understand that having a community — a Master Mind group of some kind, not a message board — allows people to contact each other, and you're the facilitator of that. You will make out huge.

You will make out well because of the way you think — in abundance.

People
want to
feel like
they belong

It's not scarcity thinking. You're doing it for free. I can't tell you the number of times I've tortured Frank about putting faces up, until he automated this whole thing.

I'm a stickler for detail, so I like the faces to go left, right, left, right, left, right.

Here's the problem. Sometimes alphabetically, a name will pop up where it would go right, right, left, left, right.

I'd make Frank switch the picture. If someone new came up who had two rights with their pictures, I would go left, right, left, right. It would drive Frank crazy, but he did it for me because he knew it was important to me.

It's a little thing about eye gravity, so I made him do it.

I don't know if those little things make a difference or not. What does make a difference is having a community that you can feel a part of.

You know the biggest punishment during biblical times, during ancient times, wasn't death, whether by stoning, pulling out fingernails or beheading. That wasn't the worst punishment of all.

The worst punishment of all was banishment, banishment from the community. You were still alive, and you got banished.

People want to feel like they belong.

When they belong, they feel more secure and safe. If you are facilitating that belongingness, you can take this small idea, this small mustard seed of an idea, and turn it into a plant that is 1,000 times its size. You can make it work for you in creating a community.

Most of these folks will end up being clients, customers or patients for you.

Let's move on to www.InstantSalesLetters.com/exitpop.html, our next case study. This is another type of monetization of abandonment traffic.

You're looking at the full page here. If you want to see the full effect of this exit pop, just go to www.InstantSalesLetters.com and click refresh.

*Make
sure you
recommend
your
affiliates,
as you can
generate
money by
referring
them*

That's Yanik Silver's site, by the way. This site produces about half a million dollars a year for him. Click refresh, and you'll see the pop in all of its glory in the small popup window.

Let me read the verbiage in this popup to you. This is an exit pop that is a recommended page, "Yanik Recommends."

If it's not taken, go buy a website, "www.YourNameRecommends.com."

John recommends, Yanik recommends, Alex recommends. If you're name is taken, include your last name — Alex Mandossian recommends. I know there isn't another one of those.

Get that. If you are associated with any type of affiliate offers, if they're not your own — heck, they could even be your competitors — you can generate money by referring them from these pages.

Let me read you the four that are up here. It says, "Click here if you're too busy running your business to even think about marketing. This is what you've been waiting for! 90% of the hard work is already done for you."

When you click that, you go to www.InstantMarketingToolbox.com and see the free trial offer.

Here's another one. "Click here to find out about my unusual discovery. Just three minutes to greater joy, wealth and happiness in only three steps."

That goes to the Power Pause page, which Yanik has co-developed with John Harricharan. He is a personal development guru, and this Power Pause is an amazing concept. This is an affiliate page for Yanik.

It is just one click away from that little teaser sentence in the "Yanik Recommends" exit pop.

The next one is, "Click here to discover my proven formula for creating instant Internet profits with a simple web site you can put up in a weekend." That sounds cool, right?

*Make a list
of ways you
can monetize
your
abandonment
traffic*

That's www.InstantInternetProfits.com. This is Yanik Silver. These are all-powerful pages, by the way, from the point of view of Internet marketing.

If you shut that page, you're seeing an exit pop to get a seven-step eCourse, a mini-eCourse. That's his exit strategy to get an opt-in.

The final click on the "Yanik Recommends" page says, "Click here to find out about my favorite marketing 'wizard.' Here's the man I've spent a small fortune with, and it's been worth every penny!"

Originally, it was going to be me, but it ended up being somebody else. This link takes you to www.SurefireMarketing.com/magnetic and talks about amazingly powerful advertising, marketing, direct marketing, customer-client attraction and persuasion strategies revealed.

Again, great, great page. This is from Dan Kennedy, and this page pulls like mad. If you don't know who Dan Kennedy is you should. He's a world-class copywriter, and he's known as the "Millionaire Maker."

Dan made more millionaires in the world of direct marketing and direct mail than any other living human being today — even more than Jay Abraham, I believe.

This "Yanik Recommends" exit pop is monetizing, because he's sending people to his affiliate pages. Do you see the power of that?

Can you do this? Of course you can. You make a checklist, what do I want my abandonment traffic to do?

Well, let me start off with an ASK™ survey. Then, I'll do the ASK™ survey two-step program, like the 1ShoppingCart one. I will also do a Master Mind abandonment technique. I can create a community.

I am going to do a recommends page, so I can make money off of affiliate traffic, in case none of those other things are working.

You see how this works? It's like a checklist.

*Another
way to
monetize
exit traffic
is with a
downsell*

Click the next link in your case studies. It's our longest link, www.33DaysToOnlineProfits.com/how_they_did_it_minicourse.htm. I hope you have the Executive Summary, it makes life a lot easier.

This is an exit popup, once again. In reality, it looks a lot smaller. If you want to know what it looks like, just make the window smaller.

As you look at this page, what's Yanik doing here? What's he going for?

He is going for an opt-in. This is an exit pop strategy going for an opt-in. First name, email address, then you can see that he has the button saying "Subscribe now." It's a free minicourse. "Get real-world 'insider' case studies from Yanik Silver & Jim Edwards."

This is a minicourse of his www.33DaysToOnlineProfits.com. If you go to that page and click refresh, you will get this exit pop. All they are trying to do is get an opt-in. And, they do get them.

You decide what the best strategy is. I always recommend finding out why people are not wanting to buy.

I don't know if Yanik and Jim have done this. I would imagine they've surveyed people, and the survey results were, "I wanted to give the course a try before I purchased it." That's why they're doing the opt-in.

I don't know if that is the case or not, but I'm imagining that they did because they're good marketers. That's what I would have done.

First, start with the ASK™ methodology. Then, find out what you're going to offer them as a result. This is just another option you can do, by giving them a piece of that course.

Why don't we take a quick break from the case studies and go to www.MarketingWithPostcards.com.

Once you get to www.MarketingWithPostcards.com, refresh the page. You will get an exit pop. That is another type of exit popup that monetizes the traffic that's leaving me. The traffic that's getting monetized is a downsell.

Open your
mind to all
of your
options
and force
yourself
to think

Again, I think I was the first to do the downsell of any kind on the Internet. Whether you refresh the page or just leave it, you will see a popup that brings up the offer to the CD-ROM version for \$100 less.

So, you can get the course for \$247 with the printed manual, or you have a choice to get the downsell for \$100 less.

How much money do I make through that downsell every single month? Would you believe that I make about \$2,500, thereabouts? I literally make anywhere from \$2,000 to as high as \$3,000 a month.

That downsell, which is a popup, says, "Still undecided? If you're anxious about parting with your money, now you can get *Market With Postcards* on CD-ROM and save \$100."

It comes with the same unconditional 100% money-back guarantee. The only thing you don't get are two free consultations from me, and you have to print out the book. You don't get the three ring binder, you have to print it out. The PDF version is on the CD-ROM.

Some people wanted a bargain, so I made that available to them. I sell a bunch of them every single week. I would have lost those sales, but I'm monetizing my traffic by downselling.

If you have a course and you want to sell the CD-ROM version, which just has the PDF to that course so they can print it out, that's called the downsell. That's another option to monetize exit traffic. You see all the options?

Look, my job here is not to change your mind. It isn't. It's to open your mind so that the agony of the decision making is so intense, you have no escape but to think. I want you to think of all the options that you have.

Do I do a Master Mind group? Do I do a downsell? Do I do an opt-in? Do I do an ASK™ survey? I hope you do. Do I do a two-step ASK™ survey? Do I do a multiple choice ASK™ survey so I can sell books and tapes to a high-ticket item like a conference?

Each of these case studies are different in nature, and I want you to see the way they work.

Using
flashing
buttons or
icons can
create eye
gravity on
your page

Let's take a peek at the next case study.

At www.NitroMarketing.com, you can click the "Products" link to see every one of their products listed there, but I'm just going to show you one of them.

Go to www.PsychologicalTriggers.com.

This site did over a million dollars. My good friend, Maria Veloso wrote this page when Mark Joyner owned it a few years back.

This is a very successful page. It was bought out by Kevin Wilke and his partner. They run Nitro Marketing. They're in Dallas.

They have a very, very intelligent exit pop — the only one I've ever seen of its kind. It's really cool. You're going to see it when you shut this page or if you click the next link, which is the last case study.

Every one of the pages that come up in the product section of www.NitroMarketing.com will create this popup. The popup is for FREE Audio, and it shows a cassette tape.

"Congratulations! You won a free gift. Free access to our next web broadcast, a \$97 value.

"Here's the title, *Massive Tax Savings of Internet Entrepreneurs Revealed*. Claim your free gift below."

Then, the button says, "Yes, I want my free gift," and it's flashing.

I use flashing buttons, as well. That is very, very smart, because a flashing icon of any kind creates eye gravity — movement creates eye gravity.

When something is flashing on a button, it is getting you to click.

You see where it says first name and primary email, they're doing that correctly. We value your email privacy. They get tons of opt-ins.

You can
offer a free
gift as a
bribe for
opt-ins

This opt-in changes from time to time.

They're giving you a free gift offer, which is giving you free access to their next webcast, a \$97 value. I believe this does change from time to time. Right now, it says *Massive Tax Savings of Internet Entrepreneurs Revealed*.

Why are they doing this one?

It's tax time. April's coming up fast, and people are doing taxes. This is a great time to do it.

This can change if you have different topics. You can use the free gift approach that Armand Morin uses, as well. Go to www.eBookGenerator.com.

This is not in your case studies, but this is a little bonus.

Click refresh or just leave the page to see an exit pop. Do you see where it says, "16 Top Internet Experts Held Hostage?"

"16 Top Internet Experts Held Hostage And A Chance At A 2004 Mustang Convertible." It's red, and he has a picture of it right there.

Here's the copy. "Has Armand Morin gone insane? Holding 16 of the top Internet marketing experts hostage?" I'm one of them.

"Giving away a brand-new Mustang convertible. Taking 600 people to dinner." He's feeding all of us.

"Click on the link to right to get all the details. You won't believe it! Do it now — YOU need to see this!" Then, under the picture of the Mustang, it says, "This could be yours!"

When you click the link, what happens? He recycles you back to the Big Seminar. Why? The Big Seminar is what he's doing right now. He's selling a \$1,495 Big Seminar seat. He wants to recycle you back to his big event.

If you have a big event happening, this is a way you can recycle traffic.

*Monetizing
your
abandonment
traffic starts
with asking*

I believe that Armand's other Generator sites are doing the exact same thing. Anyone who leaves any of his websites is being funneled back or recycled back to the Big Seminar. Do you see the power of that?

That's like having your own little intranet just funneling back. That is the power of exit strategies.

Let's do a quick recap.

Monetizing your abandonment traffic starts with asking. Ask your exit traffic why they don't buy from you. Then, funnel all your replies into a centralized database. I recommend the ASK Database™. I use it, and I helped create it.

Next, uncover the reasons why website visitors don't buy. You're asking them, and you're going to get the results.

Fourth, revise your sales pages, your marketing communications or messages based on your responses.

Don't you think Adelaide is going to change her dialogue, even her coaching method, if she hears things that she didn't think that these parents were going to tell her? Don't you think that every single piece of feedback she gets is only going to make her a better therapist and coach?

That feedback is priceless.

Starting with the first set of case studies, I showed you the power of the ASK™ exit popup. You saw one at www.StrategicTraffic.com with Marc Harty. You saw one at [e-filtrate](http://e-filtrate.com) with Dori Friend. You saw one with Shirley Hanson's [StopMarketingMistakes](http://StopMarketingMistakes.com) and Armand Morin's [AudioGenerator](http://AudioGenerator.com).

Then, I took you to a more elegant strategy, which was the 1ShoppingCart strategy. After you have gathered the answers, the complaints or the objections, pick the top four and list them.

Have people check those boxes, then try to flip them and monetize those sales by handling specific objections on the spot. People don't care about other objections, they only care about the objections that mean most to them.

Look at
the biggest
objections
people
have and
overturn
those

A Volvo is purchased by a family of three or more because of safety. They're not going to buy a Beamer two-seater, because it's not going to be functional for them. But, a single male who's, let say, going through a mid-life crisis at age 55, may want that Beamer.

Safety is not as much of an issue. Vanity is a bigger issue.

You want to look at the biggest objections people have and overturn those — not the ones that are completely irrelevant.

Remember, the Internet is all about relevance.

What if you typed in the word Alex Mandossian, and you went to a page that said Marc Harty? If you didn't know Marc, you wouldn't use that search engine anymore, because it wouldn't be relevant.

Make sure that the objections you overturn are relevant to what they're telling you. That's the power of this 1ShoppingCart strategy. It's only one of two sites I've ever seen use it. Use it please. It's really simple to use.

I took you through the exit pop, actually my exit page for the Big Seminar promotion. If you have a high-ticket item, find out why people aren't going to a conference or to an event. When it's a high-ticket one, bring the event to them. Not a lot of people like to go to seminars.

The next one was the Master Mind group.

You take your exit traffic to a Master Mind group, and you just tell them, "Hey, you want to be part of my community and network with my friends? You don't have to buy from me. Take a look at what's available here."

I want to tell you about one gentleman, Larry Trocha, who's a horse trainer. This was embarrassing to me. He actually purchased my *Market With Postcards* course out of embarrassment, because he felt guilty.

He had taken so much — he'd gone to so many of my free teleconferences, and he had been part of the Master Mind group.

Get the domain name for a recommends page — your name recommends

I heard him say during an interview with Ken McCarthy, "I didn't really need the Postcard course, but I bought it out of guilt." I didn't know that. I didn't know that until about six months later.

But, the fact is, he did purchase it. He became a customer. However you get there, as long as the product is not returned, it's okay. Use these methods. Mess around with them. See which ones work best for you.

I also shared the InstantSalesLetter exit pop. Remember those are affiliate links. They are the recommendations — www.MarcRecommends.com, www.AlexMandossianRecommends.com, www.ClaireRecommends.com.

Whatever your name is, get the recommends domain name and start recommending affiliate traffic.

Then, we talked about the 33 days case study. That was where you would give a mini-course as an exit pop. "You don't want the course? Well, you can have a piece of it, because I think that you need to see more of it to understand the value of this."

You can see another rendition of that at www.MindMotivators.com. Go to that site, and click refresh or leave the page. You'll see one that I wrote. It's an exit strategy where you're getting a few of the Mind Motivators for free.

At www.PsychologicalTriggers.com, they're giving away a free, very timely audio program. In this case, it was tax saving secrets because it's tax season. You can change your exit strategies and topics from time to time, depending on the season.

Finally, I gave you the bonus, which was at eBookGenerator or any of the Generator products. Many of you have Armand Morin's products. His popups filter back to the www.BigSeminar.com page, as if it's the central hub, because he has created his own little intranet.

The tools for this week include www.ASKDatabase.com, for obvious reasons, and PopOverGenerator because a lot of popups are getting blocked.

Popovers are not popups. They don't get blocked by the popup blockers.

*Popups can
be blocked,
so you can
use a
popover
instead*

If you want to take a look at a Popover, go to www.PopoverGenerator.com. For less than \$100, have your webmaster put those up as your exit pops.

Another thing you can ask your webmaster to do is use modal windows. What's a modal window?

These windows are those things that kind of look like they're in an insane asylum. They move back and forth really, really fast, like they're having a little nervous twitch.

Those modal windows usually don't get blocked by all popup blockers. You can take a look at those. Modal windows and Popover Generator, ask your webmaster about that.

Then, if you don't have it, I recommend www.AudioGenerator.com, of course. I'm sure the majority of you have it.

Bring me your case studies. I'm not a mind reader. I want to edify you. If you've done some good work or great work, I want to use the case study. Maybe other people in the group can joint venture with you and be customers of yours, students or even mentors.

Bring me some case studies — I want group participation. There's a lot of power and mental bandwidth here.

Finally, I want to introduce a copywriter I've been working with lately. He's not only a coaching student, he's also a pretty darned good copywriter.

He's reasonably priced. His name is Michael Jesek. He is available.

I have his phone number and email address in the Executive Summary. His email at the time session is miknlisa@gtcinternet.com. His phone number is 281-384-4132.

The next step I want all of you to take — come on, don't be shy! — is at www.TrafficConversionInstitute.com/classpics. It's time to submit your pictures and information, if you have not done so already.

*Use the
Master
Mind group
to network
with each
other*

This is a little Master Mind group. Don't be shy about telling us what you do, what your audio logo is and why you're taking this course, which is what you want to get out of it.

In those three answers, people will be able to network with you.

Go to the very bottom of that page and fill in those areas. It says, "Name, Email Address," etcetera, etcetera.

The file upload for your picture will just upload from your own desktop I believe. If you have any problems with the pictures, just attach it to an email and send it to Frank@accesssafe.net.

Please do not be shy. Give us your websites. This thing is going to grow and grow and grow. Right now, we just have a small pittance of the number of people we're going to have.

I'm going to have a bunch of classes on here all at once, then we'll have a bunch of people.

What I have taught you in this session is the contrarian approach of what most people like to do. I'm a traffic conversion strategist. Here I've asked you to do just the opposite.

I've asked you to look at your abandonment traffic, your exit traffic and convert those people into cash. Plus, I've show you at least five or six different ways to do that.

I'm going to go to my group now and see if anyone has any questions.

Debbie: I have a question.

Visitor value, you talked about that right at the very beginning. I probably should know this by heart, but tell me again your equation for figuring out visitor value.

You should know your visitor value to be sure you are making a profit

Alex: Okay. Let's talk about visitor value.

First of all, I have created a Visitor Value calculator where if you have pay-per-click traffic, it will give you the visitor value.

You just put in four basic inputs — the price point that you want to test or that you're using, the number of clicks you're getting, the price you're paying for the clicks (if you're not paying for clicks, you just put zero there) and your conversion rate (what you think your conversion rate is going to be, 1.5, 2.0, et cetera).

If you have 100 visitors and two people buy, that's a 2% conversion.

Let me first tell you how to get this Value Per Visitor calculator, and then I'll give you the easy way to figure out visitor value. Please go to www.AskMyList.com/testimonial and give me a testimonial, either by audio or written. There's my voice in the background.

Type in a testimonial there. If you've already given one, don't worry about that — just give me your email address and name. Once you click "I want my free VPV Calculator, Alex," it will go to the next page. There you can pick it up.

This is about a \$97 product. I've actually gotten paid \$79 for it. It's a pretty cool little utility that I had programmed especially for me. It works very, very well. It will give you all sorts of charts and tolerances.

What if your price increased by 50% or by 100%, what would happen to your visitor value? What if it decreased by 50%, by 25%, by 10%?

It's really neat. Go play with it, and if you have any questions, I'm even willing to do a little mini-teleclass on how to use it.

Going back to Deb's question. The short answer to how I figure visitor value is this. Let's say you get 100 unique visitors coming to your page. You want to figure out how many people purchased.

We will say that one out of 100 purchased.

*Value Per
Visitor is
based on
both price
and
conversion*

Well, what are they purchasing?

Let's say you have a \$100 product. If you have a \$100 product and you are selling one \$100 product to every 100 visitors, then for every 100 visitors you're making \$100.

So, \$100 divided by 100 visitors gives you a \$1 value per visitor. Does that make sense?

Debbie: Yes, it does.

Alex: Okay. Now check this out. Let's say you have a 5% conversion rate. That's five times as much as 1% right?

You have a 5% conversion rate, but you have a \$10 product. Let's say it's a \$10 eCourse. For every 100 visitors, if you're selling five of these guys at \$10, then that's \$50 cash in.

You don't have to be a mathematician or an accountant to figure out that that's \$50 cash in. Well, \$50 divided by 100 visitors is what? Fifty cents. That's half the visitor value of the earlier 1% conversion.

So, conversion is only part of the picture. It's a combination of price and conversion. If you want to increase conversion, find out through your exit traffic why they are leaving without buying.

With this Visitor Value Calculator, I'm just talking about it as if it's passe. You should know that I worked one month on this thing, and I want you to have this. If you have it and you've played around with it, you know its power. Make sure you check it out.

All you've got to do is figure out how many visitors you get, figure out what your conversion is, like how many people buy out of the total number of visitors, and then look at your price point.

You want to know the fastest, easiest, most economical way — in fact it's zero cost — to increase your visitor value without increasing conversion?

Anyone take a guess? What's the fastest way to increase visitor value?

The fastest way to increase visitor value is to raise the price

Group: Raise the price.

Alex: Exactly. You raise the price, even if you raise the price by \$1. People are panicking, "I can't raise the price. I can't."

What if you raise the price from \$29 to \$29.95? Would that increase your visitor value? Absolutely, by \$1. How much is that costing you to make another dollar, especially if it's an eBook? It's costing you zero.

At the very least, go to \$29.95 and make an extra buck. If you have 1,000 customers, congratulations — you made an extra \$1,000 for doing nothing.

I am someone who increases price, because I know that there is a happy medium between price point and conversion.

There are certain tolerance levels.

I came up with the price structure for the ASK Database™ by asking. If you were one of my beta testers, you probably voted.

I received two price points. Then, I made a very, very important decision. One price point was at \$20, which devastated me, because I thought this was a \$49 a month product. It was devastating.

All this work? At that time, we had over 1,200 man hours into it, and I'm thinking, "Am I only going to get \$20 a month? What am I going to do?"

Then, there was another price point that came in at \$30.

Now, here's what happened.

If your price level is at an even dollar amount, raise it by 95¢

With the volume — or units sold — the price that beat out was the \$20 price point.

In other words, I will sell more units at the \$20 price point. But, I made a business decision with my two other partners. I wanted price volume, meaning I wanted to make more dollars, less customers.

That's why I chose the \$30 price. In fact, I compromised.

We have the Silver version for \$20 or \$19.95, and we have the Gold version for \$29.95. Notice that it's \$29.95, not \$29. I want that extra \$1.

For every 100 people that sign up with us, that's an extra \$100 a month.

That's \$1,200 a year. For every 1,000 customers, that's an extra \$1,000 a month or \$12,000 a year. It's only a 95¢ increase. Remember that.

Increase your price to the 95¢ level. No one is going to notice. Believe me, I have done more price testing personally, than anyone else I know.

I've done more price testing than even some of the best marketers that you see on the net because I live, breath and die price. It's the most psychological and emotionally-charged component of your marketing.

People are parting with their money. It requires a lot.

I've done price testing since 1988. I lost my shirt on one project, because it was priced too low.

I sold jillions of them, but it was priced too low.

So, raising the price is the fastest, easiest, most economical way to increase your visitor value, even if by 95¢.

If there's one takeaway I want you to have other than the importance of surveying your exit traffic and abandonment traffic, that is it.

Visitor value is more important than conversion. It's a combination of conversion and price.

Good luck with the VPV Calculator.

*Be
accessible
to your
clients*

Please don't forget to take advantage of the Master Mind group at www.TrafficConversionInstitute.com/classpics.

Also, remember that I'm always accessible to you at 415-382-1212.