

Autoresponder Strategies

“How To Grab More Sales While You Sleep”



The Eight Conversion Teleclinic 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"

*If the facts
don't fit
the theory,
change the
facts*

Alex: This is Alex Mandossian, and this is session seven of Web Traffic Conversion Secrets series.

The topic for this session is autoresponder secrets. Autoresponders are emails, of course, but I like to call these autoresponder secrets instead of email marketing secrets because it's follow-up that we are looking at.

In this session, you will learn *"How To Grab More Sales While You Sleep."*

At this moment, there are autoresponders flooding the U.S., Australia, Europe, South America — everywhere — which are mine.

In fact, there are millions of them from other people, other email marketers all over the world, which are being sent while people are sleeping.

You can do this, too.

An autoresponder is a trusty salesperson. This salesperson is always reliable. Typically, this salesperson will not be kept at the gate. There is no gatekeeper, except for a spam filter now and then.

I've shown you ways to get around that using certain content checkers, one of which we are going to be highlighting, www.e-filtrate.com. It's one of our case studies. It's from my good friend and client, Dori Friend.

Also, an autoresponder never asks for a raise.

They do the same thing over and over and over again, never asking for a raise, unlike many sales teams. You write them once, and you can just keep adding and adding and adding.

That is the power of autoresponders. It is *"How To Grab More Sales While You Sleep."*

The quote of the month is by Albert Einstein. It's one of my favorites. *"If the facts don't fit the theory, change the facts."*

Isn't that wonderful?

Don't
overlook
auto
responders;
they could
boost your
business
by 30%

The reason I chose that quote was because people in traditional marketing circles don't believe that autoresponders work, yet they are responsible for about 30% of my business.

Now, this year, my goal is to net \$1 million, with two kids in diapers, working from home and having no employees. That's the goal.

So far, so good.

Of course, next year the goal is to net \$2 million and to write the book on how I made a million dollars with two in diapers, happily married, working from home, with zero employees.

Imagine a third of that income coming from autoresponders? That's a big chunk of change.

You don't have to look at a million dollars. If that is out of your grasp at this moment, look at \$100,000. If \$30,000 of that comes from autoresponders, isn't it worth taking your time to write them?

Even if you're going to make \$10,000 this year from the internet, isn't \$3,000 worth a few hours of your time? I think so.

Let me read you something from a recent book I read on a plane.

I highly, highly recommend it to every one of you. It's by Thomas Freese, *Secrets of Question-Based Selling — How the Most Powerful Tool in Business Can Double Your Sales Results*.

Now, you know what type of affinity I have for questions with the Socratic Method and the ASK™ methodology.

This is from page 254. The sub-headline is "Managing Half Life." And, I quote, "In the early 1900's, scientists began studying nuclear particles. During this research, they discovered that the radioactivity in most nuclear substances dissipates naturally over time.

They began measuring this phenomenon in units of half-life — the time required for a nuclear material to lose half its radioactive energy. Some

*Get rich
with your
niche*

nuclear substances have a half-life of many years while others lose half their radiation in a matter of hours.

A similar phenomenon happens with our marketing communications.

Although we would like to think our prospects and customers remember everything we send them, much of the information that gets covered during a sales process also dissipates naturally over time."

Let me tell you something. There's no half-life. There's like a 90% life.

We forget. According to Yale University, 40% of what I am covering in this session will be forgotten within 20 minutes. Another 30% of that — or 70% total — is forgotten within 24 hours. Then, another additional 20% is forgotten within 7 days.

Therefore, we typically lose 90% of any type of content over a week's period. That's not a half-life. That's like a 10% life.

So, what we have to do, since the human memory is limited, is we have to constantly remind. And, an autoresponder is a reminder tool.

Once someone comes to our website and orders, has an experience with us or they become a prospect or customer, we need to constantly remind them that they have done what we wanted them to do. Otherwise, they forget.

Remember, we are not competing with direct competitors in our field. Many of us are in very specific market niches.

I've been saying over and over and over again throughout this series, drill a mile deep and an inch wide. That is a niche.

Get rich with your niche. Drill a mile deep and an inch wide.

Do not be a generalist. Don't drill a mile wide and an inch deep. You can't be everything to everyone because you become nothing to anyone.

So, remember the half-life theory, and remember that it's much worse than a half-life. It is more like 10% life.

If you can make an impact on anyone who has opted in, you have a competitive advantage over everyone else

This is nature, and nature is what we want to model. When you look at physics, it is no different with the human brain. It forgets.

You are not competing with direct competitors. You are competing with every other marketing communication that the human being is pummeled with. The brain is being soaked with all these marketing communications on television, in print, by direct mail, by email.

Think of all the spam that you have to erase day after day.

Don't you want your message always to be the one that is saved? I am going to give you a very quick way to have that done. This is something that I mentioned it in session one, but I am going to mention it again, in case you haven't done it. First, I want you to understand something.

In any metropolitan area, we are exposed to about 3,000 marketing messages a day — billboards when we are driving, the radio, television — all the different modalities of marketing. That is 24,500 marketing messages every week and 1.24 million a year.

That is what you're competing with.

So, if your autoresponder or follow-up is making an impact on the person who opted in, or more importantly just became a customer, that is the autoresponder sequence that is the most important. Yet, it's the one that most people ignore.

This is going to be Action Plan 2 for this session.

If you can make an impact on anyone who has opted in, given you a "shy yes," given you permission to date them, figuratively, and court them through the marketing process, then you have a competitive advantage over everyone else.

Not only do you have an advantage over your direct competitors, but you also have advantage over everyone who is trying to carve out a position and burn their brand into the mind of your prospect.

*Use auto
responders
to compete
for mind
share*

So, remember that and remember that you are not competing with direct competitors. You are competing with everyone else that your prospect or customer is being exposed to with marketing communications.

These marketing communications are in every medium from postcards to email, instant messaging to pop-ups, fax broadcasts to television and radio to any kind of direct mail letter, even cold calls at 6:00 p.m., dinnertime.

You are competing with all of that for mind share.

An autoresponder is an exceptional way to carve out a slice of gray matter and keep it for your own.

Now, let me give you that tip, which I gave you in session one. I am giving it to you again because repetition, as Tony Robbins says, is the mother of skill.

Right now, in your email program, whether you use Eudora, Pegasus, Outlook or whatever, you should have a folder that says, "!Alex Mandossian!" That folder should be at the very top.

Do you have that?

If you don't have that, I want you to go into your email program and create "!Alex Mandossian!" Why did I have you create that folder?

The reason I am asking everyone to create a folder that says, "!Alex Mandossian!" is because if your name doesn't start with an A, the exclamation point brings it to the very top.

If you are going to do that for me, my name will be at the very top of the list, and I will be branded in your mind whether or not you are online, whether or not you are searching the web.

Anytime you open up your email client, you will see my name up there.

This can be your company name, as well. Just remember the exclamation point at the beginning. If you use an exclamation point, that is what will take your folder to the top of the list.

*Have your
customers
create a
swipe file
of your
emails for
branding*

That's all I want you to do. Create a folder that says, "Alex Mandossian!"

I want you to tell other people to do this for you in day one of your autoresponder sequence. If they have a folder for you, then they are going to have a swipe file where they will keep all of your emails, not throw them away, and you are going to burn a brand deeper into their mind.

At the beginning of this series, I asked you to do that because I said, "After eight months, I promise you, you will have a swipe file of email communications and audio postcards which will be second to none."

I am not asking you to save them to take me up on my offers. Save them to see what I do. Hopefully, many of you have been doing that.

If you are creating a place for your prospects and customers to park your information starting with day one — we like to call it day zero, as it's the instant they opt-in or become a customer — then, you have power.

You have greatness.

You are being branded whether they are getting an email from you or not. You are being branded whether they are going to the net or not. In fact, you are being branded even if they are not online.

They could be on a plane using Outlook. I recently flew back home from a seminar in Orlando, and I saw a gentleman right in front of me on the plane writing emails to his coworkers and creating memos, which he could send out as soon as he could get to an Internet connection.

Well, if he had a folder for me, I would be branded on the plane.

Now, is that power or is that power? I want everyone to do that. I will give you examples of autoresponders that help you do this.

Our first case study is www.MarketingWithPostcards.com.

I assume everyone has opted in to www.MarketingWithPostcards.com. If you haven't, please do.

*Design
an auto
responder
sequence
for your
prospects
and for
your
customers*

On day zero, which is the instant you opt in, this is what you would read.

"John, thank you. I'm so glad you signed up for the Marketing With Postcards free chapter download. I promise the time you invest in learning how to capture more customers, patients and cash paying clients will be well worth the effort, even if you are on a shoestring budget.

"Most people download and save these three free chapters onto their computer desktop so they can refer to them again and again, quickly and easily. If you had any trouble saving this document, please go back and try again. The special download page is located at..." Then, I give the address.

Opt in, if you haven't already. If you have overlooked it, go into your file, which is, hopefully "Alex Mandossian!" and reread this. This is day zero of the autoresponder sequence — your prospect sequence.

Action Plan 1 is design your prospect autoresponder sequence.

I want to be clear with this. When someone decides to opt in, they become a prospect. They haven't purchased yet.

There's an autoresponder sequence for prospects, and there's a sequence for customers. Heck, you can have an autoresponder sequence for members of your club, if you have a club.

There are all types of autoresponder sequences. We are covering two major ones — prospects and customers.

This one at MarketingWithPostcards.com is for prospects.

Now, notice what I did. I thanked them. I told them what they just did, and I told them that if they screwed up, they can go ahead and do it again.

A big mistake is when people don't reiterate what is supposed to get done.

Next, I tell the recipients to print out these instructions. I want them to print out the email because it becomes physical. You should do that, as well.

I want everyone to do that in your first email — day zero.

*Use a
three-four
sequence
for your
auto
responders*

In fact, on a sheet of paper, I want you to write this right now. "Day 0, Day 1, Day 3, Day 7, Day 10, Day 14, Day 17" and "Day 21."

Day zero is the day they opt in. The moment they opt in, they get this autoresponder. Day one is the next day. Day three is three days after they opted in. Day seven is one week from the day they opted in.

That is the same day of the week that they opted in. It's a very important day because seven days ago, you know they took an action.

It's a very, very important day.

Then is days ten, fourteen, seventeen and twenty-one. Do you see the pattern here? Except for day one, there's a three-four, three-four pattern.

I recommend you do the three-four pattern. I always recommend that you have a day zero, day one, day three and day seven. In the early moments of opting in, you want to be in their face reminding them that you are going to be around.

From that point on, I like to go three-four, three-four. It's just a pattern that I love. So, I send autoresponders on days seventeen, twenty-one, twenty-four, twenty-eight.

You can go forever with the three-four sequence. You can go for a year.

The longest I have ever taken that sequence out is to day thirty-five. Then, I go in multiples of seven from there: thirty-five, forty-two, forty-nine. I'll bet you've never been taught that. That's the sequence I like to go.

It's a very important sequence.

That is the prospect autoresponder sequence. It's a very powerful follow-up series of autoresponders that are pre-written.

Some tools you can use are, of course, 1ShoppingCart.com. If you want me to get commission, go to www.1ShoppingCart.com/Alex. It is the exact same price for you, but that's my affiliate link.

*The
exclamation
point has
the highest
hierarchical
level of all
keystrokes*

Other options are www.AWeber.com or www.GetResponse.com.

There are a myriad of other autoresponder providers. I am sure you have one of those three, or you have one that's reliable. But, get one and start writing these autoresponder sequences.

Now, let me read a very important passage in day zero.

Farther down in the email, it says, "I also want you to create a new email folder to store the postcard tips I will be sending you. Do this now and title it '!Marketing With Postcards!'

"Make sure you put an exclamation point before the M in Marketing With Postcards so it's at the top. Again, here's the special download page located at..." Then, I give the URL.

Do you notice I didn't give Alex Mandossian there? This is because I don't want to brand myself, in this case. I want to brand Marketing With Postcards. I want them to buy the course. These are prospects.

Every time they get a tip from me, I don't want them to confuse these with the other autoresponders they might receive from me. I do a lot of web traffic conversion. So, I want to make it specific to Marketing With Postcards.

You can do the same thing. It's a very important distinction.

Whatever you want to be branded with, just start it with an exclamation point, which has the highest hierarchical level. It's higher than a dollar sign, an asterisk, a percentage sign, an ampersand, all those keystrokes.

The exclamation point, for some reason, has the highest hierarchical value when your email folders are being listed.

Any time you create an email folder, you can use this same strategy.

Let me give you another prospect autoresponder series that I created — www.FantasyFootball.com. I am not sure if it's available when the season is over, but at www.FantasyFootball.com, it says, "New to Fantasy Football?"

When you follow-up with your auto responders, use the consumption theory

The very first bullet says, "Learn how to play Fantasy Football for free. We will teach you all we know." Then, there is a place for you to opt in.

What's interesting is, you are going to get the same instructions, the exclamation point, Fantasy Football, exclamation point.

Use that in your prospect autoresponder series. It's very, very important.

That's the first case study, www.MarketingWithPostcards.com. I use the consumption theory in my follow-up method. We are going to get to that when we get to tactics later in this presentation.

The Marketing With Postcards prospect autoresponder sequence is a sequential follow-up. It is a consumption follow-up method.

What does consumption mean?

That means I give them the PDF in its entirety. The PDF is three free chapters. Then, all that my autoresponders do is tease them. If you've gotten it, you know. It's teasing you. "Go back and read the download."

Let me give you an example.

This is day one. The subject says, "Marketing With Postcards Tip #1." The text is, "Hi, John. Yesterday you downloaded three chapters from Alex Mandossian's Marketing With Postcards course.

"Today's tip answers this question. 'What is the fastest, easiest, most economical way postcards help you grab the undivided attention of your shyest prospects and customers?' To find the answer, take 50 seconds and read the first four paragraphs of page eight in your three chapter download from Marketing With Postcards. Good sales."

It is signed by Sabrina Price, my Virtual Assistant, V.P. of Marketing and Sales.

Then, there is something very, very important that I want everyone to do. I give my domain name: <http://www.MarketingWithPostcards.com>.

Why do I put the http?

When you sign your web address in an email, use http:// to make sure it is a live link

The reason is because on some browsers, such as Netscape, it won't be a link if I just start it with "www." Always allow them to come back to your page when you've signed it.

In this case, it is signed from my Virtual Assistant.

The from line says, "From the desk of Alex Mandossian." I am having a third-party sell them. There are many reasons to do this.

I'll tell you why I do it — they don't contact me. They contact Sabrina, who really is my wife. She is the V.P. of Marketing and Sales.

You can use this, or you can use your own name.

There's more power, in some cases when there's a lot of email coming your way, to use a third party. That way, people don't get upset at you. They get upset at somebody else.

Then, you can apologize incessantly if, for some reason, your server was down or you messed up and didn't know it. So, Sabrina takes all the heat, in many cases. She doesn't take a whole lot of heat.

But, when she does, she takes it and not me.

Most important — the tip is always have http:// and then your domain name. Give them an opportunity to come back and buy the course.

This is the consumption theory, meaning I am giving them, not chunks, not a mini-course, which I will be covering later, but the entire PDF. I am encouraging them to read it because I do not count on them reading it.

This is a very powerful sequence. No one I know does it, still, to this day. I've been teaching it for two and a half years.

Let me read the prospect autoresponder follow-up series from Marketing With Postcards, day twenty-eight. It's my favorite. I get responses for day twenty-eight that you wouldn't believe. People actually believe I am writing it at that moment. And, it is my favorite of all time.

Set auto responders to arrive on the same day of the week as the opt-in

It's the "Frankly, John, I'm puzzled..."

"Frankly, (First name) I'm puzzled." That's the subject line. It's a famous beginning in direct mail marketing, especially in fundraising.

Fundraisers might say, "Frankly, Sue, I'm puzzled. We've written you four times, and you haven't responded. How come you are not sending in a small donation to the Red Cross?"

I took that concept, because I know it's a winner, and I used it on day twenty-eight. If you stay in for the twenty-eight days, you will see it. Day twenty-eight is a very important day, as are days seven, fourteen, and twenty-one. That is opt in day.

If they opted in on a Wednesday, then I know that they are around, theoretically, on Wednesdays to check email.

They did it once. Through the law of large numbers, I have found that using this concept works over and over again.

So, use it. It can't hurt.

That's why multiples of seven are so important: "Day 0, Day 7, Day 14, Day 21, Day 28, Day 35, Day 42, Day 49," so on and so forth.

Here's the body copy of day twenty-eight, "To be honest, John, I'm a little worried about you. I really don't know what's up, but you haven't redeemed your \$150 gift certificate or the \$50 discount form from Alex's Marketing With Postcards course.

"Remember, I sent you these about fourteen days ago. If there is nothing wrong and you think I am overreacting, here is that important link again. Go ahead and click it now to get \$50 off Alex's Marketing With Postcards course.

"Then, once you own the course, you can redeem your \$150 gift certificate to get your first set of postcards. I'm waiting for your response. Your courtesy will be most appreciated. Truly yours, Sabrina Price, V.P. of Marketing and Sales, <http://www.MarketingWithPostcards.com>."

Track your links and find out if people are actually clicking them

"P.S. When you pick up Marketing With Postcards, you will also get two free phone consultations with Alex, worth \$225 each. That's another surprise bonus gift that you will get as well, for \$50."

Then, there's a little winking face.

"Here's that special link again. Click it now. Okay?"

By the way, the links that I provide are ad trackers. I track those links because I want to know if they are being clicked.

www.1ShoppingCart.com and www.ProAnalyzer.com are ad trackers that you can use. Track your links and find out if people are actually clicking them.

My autoresponder series for Marketing With Postcards goes out for thirty-five days. On day seven, I invite people to come to a teleconference. Why? A teleconference is a heck of a lot more intimate than email. Right? It's me talking to them. And, it's a live teleconference.

I'll bet most of you have participated in that call. It's the Guerrilla Marketing Plan. That's day seven.

I will read it for you. The subject says, "I forgot to mention this, John." The reference is, "Seven Step Guerrilla Marketing Plan."

It says, "Hi, John. I forgot to mention something yesterday. Alex Mandossian gave me the authority to set up a no-cost, 30-minute, live phone consultation on how to write a one-page, seven-step Guerrilla Marketing Plan."

It's really 60 minutes, so I'm stretching the truth. They are getting 30 minutes more.

"I'm talking about a teleclinic Alex is hosting Tuesday at..." and then, the date. "To register and get the complete details, simply type in 'GMP request' in the subject line and email it to me at..." Then, I give the autoresponder.

Every time someone sends an email to that autoresponder, and you should know this, I get an opt in. It's a sublist.

*Create a
sub-list
of people
who are
interested in
teleseminars*

When you email an autoresponder, such as teleclinic@ThatOneWebGuy.com, which is the autoresponder we're using, that's going into a sublist.

Why do I want to create an autoresponder that's going to create a sublist for me? It's because I know who my teleseminar registrants are.

I make hundreds of thousands of dollars with teleconferences — last year, just a little over \$300,000. And, my list is less than 10,000 total — not the teleseminar list — my total list is less than 10,000.

How do I do it? With sublists.

I know who teleconference attendees are. I don't get unsubscribes because I only email those people. It's very, very powerful.

I also found that teleseminar registrants are the best people to get into seminars. That is why I have been the number one affiliate for the System Seminars for four years in a row, as well as the number one affiliate for the Big Seminar three times in a row.

I recently got the top affiliate award and my bonus check for Big Seminar because I do this. My day seven autoresponder sequence is largely responsible for it. It's a little thing. But, it makes a huge difference.

So, create a sublist. I use day seven because it's seven days from opt-in day.

I invite them to a teleconference. Isn't that cool? They are consuming me, not the PDF. They are consuming me and more of my content.

It's a nice shift.

I can't tell you the number of testimonials I get because of that. So, mix it up. You don't have to just follow up.

Many of my colleagues say, "Alex, why do you do a teleconference like that?" Well, I do a teleconference twice a month. I love it. I used to do one every day. Then, I went to every week. Now, I do one twice a month.

I love it. It keeps my finger on the pulse of what's happening. It's free.

Don't email everyone; email those who are relevant

People get access to me. I over-deliver. It's a Napoleon Hill strategy of *Think And Grow Rich*. Go the extra mile. You should do it, too.

Mix it up. Don't just go email. Create sublists with your emails — you can.

It's kind of like a double opt-in, only it's a sublist within your list. Create a list that you know is just teleseminar goers.

Do you know that I have a little over 600 on that one sublist? I get about 300 people to show up on conference calls. This is because my list is so specific. People say, "Well, email is free. Why don't you just email them all, Alex?"

No. If I do, I am going to get a lack of relevance. A lack of relevance means I will get unsubscribers.

I don't care if it's free. Why should I create more clutter? Why should I add to the clutter that is already creating analysis paralysis and is feeding our minds with this mind-share problem that I am trying to compete for? Why should I add to the problem?

Do not email everyone. Make it relevant.

Imagine if you went to Google and typed in "Alex Mandossian," but you got "Tracy Childers." In that case, you would get quality stuff on producing products, but he is not who you were looking for — or vice versa.

Maybe you were typing in something for "executive search," and instead, you got something on web traffic conversion. It's totally irrelevant.

Wouldn't you be angry?

I don't care if email is free. If people haven't given me an indication they are interested in teleconferences, I will not email them often. But, I do email the ones who haven indicated they are interested, especially those who have attended. I will email them often.

www.MarketingWithPostcards.com is a great case study. It's very content-rich. It has a lot going on. If you haven't done so, go there and opt in.

Expose your recipients to messages they are interested in so they will respond

Then, make that email folder, "Alex Mandossian!" so that you can start to take everything I email you and stick it in that folder.

Now, here's the magic. When you ask your clients to do this, whether you are branding your company name or your own name, people will buy from you. They will buy from you. It's amazing.

What happens is, they read and see what you have, and they say, "You know what? I want to attend that teleconference."

Many of you have attended my teleconferences, and you know what I'm talking about. I didn't tell you that I want you to buy from me. I said that I want you to keep the messages I send you.

Well, if I'm exposing you to the message and if it's something that's relevant and you are interested in, then more money comes to me. Plus, I am adding value to your life.

Typically, I have a 365-day guarantee. So, if you don't like it, you can ask for a refund up to 365 days after the teleconference.

I have a lifetime guarantee for Marketing With Postcards and many of the products I have. You can do the same thing. When you expose your prospects and customers, that's the first step to them buying more, more often.

Let's review before we go onto the next case study.

This is an example of designing your prospect autoresponder sequence. Remember the sequence. Do this vertically down your page:

Day 0 — That's your welcome, and remind them what they just did.

Day 1 — Tell them, "Yesterday, you did such and such."

Day 3 — You start with, "Three days ago, you did such and such." Always remind them so they don't think you're spamming them.

Day 7 — You say, "Seven days ago, you did such and such."

*Make your
most
important
offers in
multiples of
seven from
opt-in day*

Day 10 — "Ten days ago, you did such and such."

Day 14 — "Fourteen days ago..."

And then, write Day 17 and Day 21.

Now, if you want to take it farther, go to Day 24, Day 28, remember, it's the three-four, three-four sequence — always multiples of seven. That's my theory. It's controversial. But, stick with it because I make a lot of money doing this. You can't go wrong. Just stick with it.

I go all the way up to, typically, Day 35 with the three-four sequence. After Day 35, I go every seven days: 42, 49, 56 and onward.

Why? I always know that the most important day is opt-in day. They took an action on opt-in day — day zero. Day zero is not the same as day one. Day one is the next day in most autoresponder sequences.

So, I am defining day zero as opt-in day. They took an action. Was it a Tuesday? Was it a Sunday? Was it a Wednesday? I don't care what day. We know that on that day, they took an action.

Make sure that whatever you do, you make that day the most important day.

My most important offers are made in the multiples of seven. I've spent a lot of time on this case study because it is rich with ideas and content.

This is not complicated. If you can write a message, write it in advance.

If you're writing a love note to a spouse, lover or friend, you could write twenty of them in advance. Then, you could put them in a queue. They would go out on queue according to this simple software. That's all you are doing.

That is what's happening when you grab more sales while you sleep.

It doesn't require sophistication. It just requires a little bit of planning. You just write them out in advance. Then, you let them rip. Let them rock and roll for you. You can always change them.

If someone unsubscribes, find out what the message says, which influenced them to unsubscribe

You'll find out in most software, whether it's 1ShoppingCart or AWeber, you will know if they unsubscribe and say, "Take me off your list."

If they are asking you to take them off the list, let's say on day seven, which they can do automatically by clicking a link in the email, then go take a look at that message. What are you saying?

You may be saying something that is making them want to be off the list.

The next case study is www.e-filtrate.com. This is my good friend, client and colleague, Dori Friend.

If you don't have this, get it. It's awesome. It's a content checker.

e-filtrate.com is her "shy yes" page. This is where you go to opt in for "The 21 Deadliest Spam Filter Violations" and how to get your email through the spam filters by avoiding them.

Most email marketers are making at least one of the 21 deadly spam filter violations that guarantee they will fail and not get through. Heck, how can you sell something if people don't see what you are selling?

So, this is a content checker. All you do is cut and paste your text message. You put it into this very simple software, and it checks the content and tells you what your spam score is.

Before you go to her main page, she asks you for your first name and your email address. When you opt-in, she has an autoresponder sequence.

Let me read to you what you get. I believe this is day one. If it isn't, then it's okay. This is one of the emails that you get from Dori.

The subject line is "Alex, I didn't expect this..." Isn't that cool? The subject line also has the date. So, it says, "Alex, I didn't expect this..." and then it has a place that she has put in for the date in real time. Her affiliate program, which is 1ShoppingCart, just plugs in the date. I got this on 3/10/04.

It's pretty powerful. Isn't it? It looks like she just wrote it that day.

*Make your
emails read
like a
conversation*

Then, here's the message. "Hi, Alex. You may have already heard about what I am going to tell you first. But, I'll bet you anything you haven't heard what I'm going to tell you next, the obvious. The first major suit has been filed by the Big Four: AOL, Earthlink, Yahoo and MSN.

"They are the nailing the guys who send us many of those Viagra prescription drugs and enlargement ads. And, I say, 'Great!'

"I can do with a little less of that kind of stuff in my mailbox. And, if they don't comply, well, heck, you can't say they haven't been warned. I mean, please, at least give us some legitimate way to opt out.

"I think this is the type of lives that we all expected to happen. You know, the big ISPs going after the big guys who send out millions upon millions of emails with falsified headers and no opt-out mechanism. No opt-out means you can't out. You are in. It's like spam.

"But, what I didn't expect is this." Isn't that a great line?

"Two days prior to this major mass media lawsuit from the big guys, was a very little known lawsuit that was filed against www.BobVilla.com, a home improvement marketer.

"What was even more surprising is that it was filed by a lesser known ISP, www.HyperTouch.com out of Foster City, California. They are claiming that Bob Villa and one of his marketing affiliates, Blue Stream Media, sent out email advertisements that do not comply with the Canned Spam Act.

"They are asking for \$100 per email violation. I don't know what part of Canned Spam they violated, or even if they did, but if you aren't in compliance, then you'd better be."

This is the email that she is sending. This is an education series.

She has a content checker. So, she is sending you an email about what her software does. And, it's so conversational.

Isn't it wonderful? It's very conversational.

*Model
greatness;
model those
things which
are already
working*

Her sequence is not consumption-based. It's just like a follow-up, and she's giving you little bits and pieces. I like to call it the "story follow-up method." She is telling stories. It's one of the tactics.

Go to www.e-filtrate.com and opt in. Then, put those emails in a safe place.

Don't create mediocrity. Model greatness. You don't have to build these things from scratch. The best way to learn is to model greatness — model those things that are already working.

So, www.MarketingWithPostcards.com goes into your swipe file and www.e-filtrate.com goes into your swipe file.

Let's go to the next one — www.MarketingBrainDump.com. This is a consumption series that I wrote. Again, this is for prospects. This is a little joint venture I did with Jonathan Mizel.

If you go to www.MarketingBrainDump.com, you have three options. The first option is you get the whole thing for free: five and a half hours, but it's streaming audio, which is a headache.

You've got to be online in order to listen to all five and a half hours. It's free, though. That's the bronze version.

With the silver version, you get to download five and a half hours of Marketing Brain Dump. It's chunked for easy listening. They are in short segments of 20 minutes each. Plus, you get the transcripts, which is 110 pages. So, you can snuggle up and read them. That's \$47.

Then, if you want the resell rights to Marketing Brain Dump, it's \$147.

I mention that because it's a darn good model. You get the whole thing for free, but it's inconvenient. You get the other thing for a little bit more. It's more convenient. Then, if you want to resell it and make money, then it is ultra convenient. You just pay more along the way.

Check it out: www.MarketingBrainDump.com.

*Start your
emails by
reminding
people
what they
did*

This is a consumption series. So, if you opt in and decide to get the bronze version, then my goal is to get you to step up — trade up to the silver version for money.

Listen to the way the email opens. I wrote it.

It says, "We're so glad you decided to download the free version of Marketing Brain Dump streaming Real audio."

Do you see what I always start with? I start by reminding them what they just did. You've got to tell them what they just did so they don't forget and think it's spam.

"We spent over five hours spilling our guts about time-tested internet marketing tips, techniques and tricks that take the guesswork out of making more money online, even if you are on a shoestring budget."

Does that sound familiar? It's one of my favorite lines — "even if you are on a shoestring budget."

"You are about to unlock the door to the secret passageway of 52 principle-centered tactics that have built empires for today's top online marketers. So, what we want you to do is bookmark this page."

Then, we give them the page, and we put an ad tracker there. So, we test how many people click this. We also give them a seven-day lesson plan.

It says, "Because we want you to remember and retain these money making ideas for the rest of your life, we recommend that you don't devour this material in one sitting."

How could they? It's five and a half hours. Who would do that?

"Instead, take a week to nibble on each of the forty-minute byte chunks that we prepared for you so that you will learn slowly." And, I put a happy face.

"We want you to consume each Marketing Brain Dump morsel at the rate of one part per day until you have digested all five and a half hours in

*Give people
a reason to
purchase
your
product*

seven days. And please, don't jump ahead. Because each of these fifty-two money making tips and techniques build on one another."

Isn't that a great email? It works.

Now, here's the next day. "Yesterday," I am reminding them, "you signed up to receive the Mizel/Mandossian Marketing Brain Dump bronze version of our incredible five hour Real audio presentation.

"Today's email answers this important question. 'What are the best online software packages to track your pay-per-click search engine conversion rate?' Hint: You don't need to be an HTML programmer to use any of them, and one even offers you a 30-day test drive for just \$3.95.

Go back to the streaming audio web page and listen to time code 6:43 to minute 13:41 of part one for the answer." Then, I give them the link.

In other words, I am making them go back to the audio file and make them stream all the way through six minutes of audio. That's a hassle. I'm showing them, "Hey, man. Why don't you spend \$47?"

It says next, "To upgrade to the Marketing Brain Dump silver version and get unlimited access to the download files so you can listen to them offline and don't have to do this, and get the 110 plus page searchable PDF transcript for our 52-week coaching program for just \$47, click this link."

Then, I give it to them.

Isn't that cool? It's so simple. I am getting them to consume. It's a very simple methodology. You can see my sequence by going to www.MarketingBrainDump.com and opting in to the free version.

It's awesome.

By the way, if you get the silver version for the Mizel/Mandossian Marketing Brain Dump, do you know what I do? I try to get you to buy the gold version.

That, technically, is a customer follow-up series, which is Action Plan 2. Craft your customer autoresponder series or sequence.

Prospects are those who have opted in but haven't purchased yet

So, I am taking you from free, which is the bronze, to paid for \$47, which is the silver, to paid for \$147. Therefore, I step the customer up to evangelist for the resell rights.

I'm getting more money from you. I'll get close to \$200 from you if you decide to do it. I wrote these two years ago. These are still working hard on my behalf. Do you see what I'm doing?

Do this. Write an autoresponder sequence.

The next case study is another consumption method. This one is one of my favorites. I wrote it, as well. It's from www.MindMotivators.com. Again, this is for prospect autoresponder sequences.

These people haven't purchased from you yet.

Let's go to www.MindMotivators.com. It is one of my favorites. The reason is, I have an opt-in right in the middle of the page.

You get three Mind Motivators for free. This was a teleclinic of three and a half hours with Yanik Silver, my good friend. This is going to turn into a book. I am going to seduce Mark Victor Hanson to help me promote it.

We are turning this process into a book because we know that a lot of people will love it. We are getting testimonials for this every single day.

So, we are going to turn it into a book, and hopefully, get it into the bookstores. It will be my first perfect-bound book.

Here is day zero. "Alex and Yanik here. We're so glad you decided to review this excerpt from our 21 Mind Motivators marketing course. Here is what to do. Go to this password-protected webpage."

Then, I give the domain name. I give the password and tell them, "Number two, download the Real audio files. Number three, click the PDF transcript and print it out."

Then, I tell them how Mind Motivators works.

Remind recipients that it is not spam; they requested this by opting in

It says, "You'll soon discover how to increase the pulling power of your marketing communication to inspire and convince prospects to buy sooner, and customers to buy more often.

"From these three Mind Motivators alone, you will learn how to increase the effectiveness of your email campaigns, direct mail letters, website pages, postcard mailings, eZine ads, mailing ads, magazine ads, search engine keywords and much, much, much more. So, what are you waiting for?

"Go to this special web page and get started now."

By the way, we've already given them the web page on the thank you page when they opted in. It was the next thing they saw after they clicked 'Submit.' But, we are doing this as a reminder. Are you with me?

That's why we are doing this.

Day one: This is the next day. "Yesterday, you picked up three Mind Motivators from our www.MindMotivators.com website." Do you see the importance of that first sentence? Do you see the pattern here?

"Yesterday, you picked up three Mind Motivators from our www.MindMotivators.com website." Remind them. This isn't spam. You opted in. Remember? Don't turn me into the ISP that I'm using. You did this, not me.

Here's the next sentence. "Today's lesson answers this important question. What are the three most important questions to ask an angry customer who wants a refund? Hint: It takes less than a minute, and you will convert 62% of your refund requests into sales that stick.

"Go ahead and go back to Case Study #11 in your PDF download for the answer. It may just surprise you." Happy face.

"If you didn't download the three Mind Motivators to your desktop, do so right now by visiting this page," and I give them the address.

Do you see what I'm doing?

*Always
include
your web
address
with every
email*

Do you remember the half-life theory in physics? Particles are losing their radioactivity. They have half-life. People forget. Your marketing communications have a half-life or less.

They will forget at least half of what you told them.

So, I am reminding them the day after so they have a way to go back. And, I always, always, always put my website.

Then comes day four. "Four days ago, you picked up three Mind Motivators from our website. That's where you can also pick up the 21 Mind Motivators at zero risk because of our 365-money back guarantee."

I am selling them. I give them the domain name. I am sliding that in.

"Today's lesson answers this important question. What is the famous headline that made a 27-year old Maryland man over \$450,000 his second year of business on the internet? Hint: He attributes a lot of the success to a single headline that made him famous.

"Go back and see Case Study #15 in your PDF download for the answer."

Do you see what I'm using here? I'm using curiosity. I'm using anticipation. It's a seduction strategy.

It's not a sales strategy. I am seducing you to come back, and pulling you back to what you have already downloaded. That is what I call consumption. You are going to consume what I know you haven't done.

Don't think that just because you've sent them something that they've consumed it. They have not consumed it.

You think they have. You think they've read it, but they haven't.

Make sure they read it. Nudge them and tap them on the shoulder.

So far, we have covered case studies MarketingWithPostcards.com, e-filtrate.com, MarketingBrainDump.com and MindMotivators.com.

*Auto
responders
don't just
have to be
prospects or
customers;
they can be
affiliates*

Go to those websites, opt in and put all those autoresponder messages you receive into your file, "!Alex Mandossian!" so that you can have a swipe file. That is your autoresponder sequence swipe file.

Now, let's go to the next case study — www.AuctionSecrets.com.

In my opinion, John Reese, who runs AuctionSecrets, is one of the smartest people on the internet, no question. I am lucky enough to have him as a close friend. I recently went to his conference, and it was phenomenal.

At www.AuctionSecrets.com, the autoresponder sequence that I want you to look at is not a sequence for prospects. Instead, I want you to look at the autoresponder sequence that he has for affiliates.

If you want to look at the one for prospects, you can go down to the middle of the page and get a five-day, email mini-course. So, if you're interested in AuctionSecrets, he's getting you to opt in at the middle of the page.

I've used this for Mind Motivators and other websites, as well.

You don't always have to have the opt-in at the top. He has it in the middle. You can get his prospect sequence here. It's the mini-course model, which is another tactic that I will be covering later in this session.

But, for right now, I want you to become an affiliate.

Go to the very bottom of the page at www.AuctionSecrets.com. I want you to check out his affiliate autoresponder series. It is the best online, the absolute best. I want you to become an affiliate.

It's free. Click that link at the very bottom, and you will end up at www.AuctionSecrets.com/affiliateprogram.html. Then, just sign up.

Once you sign up, watch what he tells you in his follow-up series.

Autoresponders don't just have to be prospects or customers. They can be affiliates. If you have a free affiliate program, then you can see how he is supporting you as a reseller.

*The
customer
follow-up
series is
the most
overlooked
in all of the
internet*

By the way, you don't have to resell his stuff. But, you can see and spy on him as he tells people to do. Spy on him to see how he does it. It is the best affiliate follow-up program.

Please don't rip him off word-for-word. I know that goes without saying. But, don't steal. Just model the concept.

I don't want you to steal from me either. Just model the concepts that you are seeing so that you have a starting place.

You have a flying start, not a standing start.

All your emotional fuel is involved in starting something. Writing is not difficult. Writing is easy. It's sitting down to write that's difficult.

I've said this many times before. When a rocket ship takes off, it expends 85% of its fuel just leaving the atmosphere. It only requires about 15% to land on the moon and come back.

Why? Gravity has such a powerful impact in keeping us in inertia — at a standstill, without movement.

So, get out of it, and use these case studies and samples to write your own affiliate follow-up series for autoresponders, your own prospect follow-up series and your own customer follow-up series, which is the most overlooked follow-up series in all of the internet.

We will cover the customer follow-up series soon, but right now, we are dealing with affiliates. It's not one of the action plans because it is advanced. Some people don't have an affiliate program.

Even if you don't, check out the follow-up at www.AuctionSecrets.com. At the very bottom, you will see a link that says "Affiliates." Click that link. It says, "Join now. It's free."

Join it. Then, just sit back, relax and check out what this genius of a man does. He is amazing and a heck of a nice guy, very giving. He goes the extra mile. If you ever have a chance to meet him, you'll know exactly what I mean.

*You can
have a
reward-
based
affiliate
program*

That is the affiliate follow-up. It is very, very powerful. You will see what he does in getting you to learn how to resell Auction Secrets.

Tracy Childers is with me. He is an affiliate of John Reese, and he has gone through this autoresponder sequence for the affiliate program. I want to get his ideas.

Tracy, tell me about John Reese, and tell me about that follow-up sequence. Is it phenomenal or what? And, why do you think it is phenomenal?

Tracy: It really is. I actually did it for exactly the reason you said — to learn what he is doing because he is so sharp. He understands the internet.

Alex, believe it or not, I recently checked my email and found I have actually made three sales of his product in the last hour.

Alex: That's great; congratulations.

John has a step-up program where he models real life. With sales staffs throughout the world, the more you sell the more the intelligent sales management team will reward you and give you a bigger territory.

That is what he does. Tracy, talk about that a little bit.

Tracy: He starts out seeing who is serious, which makes sense. I think with the first ten sales you make about 35%. Then, he steps you up to the next level.

What is really cool about it is the way he set it up, every single time you make a sale, he sends you an email so you know. Then, he says, "Good job! You only have (blank) many before you get to the next step."

He keeps pushing you to make you excited. Eventually, you make it to the top level. This makes you feel like it is a total accomplishment.

You should continue to communicate with the person who has taken an action

Alex: That is an autoresponder series for affiliates. Those are all pre-written by John Reese. Every time you make a sale that triggers another autoresponder he has written.

He says, "Great job! You just got five more sales to go to get a higher percentage of every sale on perpetuity from now on."

This is what most people don't do. They don't press on, and they don't continue to communicate with the person who is taking action. In this case, it is Tracy Childers.

What level are you at? Have you gone up any levels?

Tracy: Yes, I kept working up, and I am now at the top level. I am platinum.

Alex: What are you selling specifically?

Tracy: I am selling his course. It is about \$100, and every time we make a sale through our affiliate link, I get \$50.

Alex: Do you know why John does so well? I believe it is because he supports you. He is supporting you by proxy with autoresponders he has pre-written.

He is egging you on saying, "Come on — you can do it! I know you can do it. Just a few more." Now, look at Tracy. He is at the platinum level, and he got three more sales just in the past hour.

A lot of that has to do with John's follow-up autoresponder series that you are going to see, if you decide to opt in to it. You will see what he does to get you to sell your first one. Do you have to be a customer to be an affiliate? No.

*Be willing
to sacrifice
early profits
for future
empires you
will create*

In fact, he doesn't even care if you buy with your affiliate link. He just wants to support you so you sell more.

He is a big, big proponent, and in fact, the biggest thing he teaches is to sacrifice early profits even if someone purchases with their affiliate link, for future empires you will create. In the future, if you just continue through this process, you will make an awful lot of money.

Why is the affiliate follow-up series that John Reese has different than anything else you have ever experienced online?

Tracy: He has been doing this for so long.

He is a fanatic about testing and tracking. So, he knows what works. You know you are in good hands working with him.

Alex: Well, congratulations on three more sales, Tracy. Are there any questions from the group that have come up so far?

Group: No. This is great.

Alex: Let's go on. Thank you for the feedback. Now, fasten your seat belts because we are going to talk about the most overlooked autoresponder sequence there is — the customer autoresponder sequence.

I cannot believe what a travesty it is if people were to order from me and I didn't follow up with them on a on-going basis.

They ordered from me. Why can't I follow up in seven days with pre-assigned dates in my autoresponder sequence?

It is more difficult to turn a prospect into a customer than it is to turn a customer into an evangelist

They purchased from me. They have indicated that they like me, trust me and know me. Why shouldn't I have autoresponders from that order?

Yet, many people I know online have maybe 10, 20, 30 or 50 autoresponder emails that are in a sequence for prospects — in other words for someone who has opted-in. And, they have one follow-up for customers on Day Zero — "Thank you for ordering."

Isn't that a travesty? Isn't that nuts?

It is much more difficult to turn a prospect into a customer than it is to turn a customer into an evangelist. So, please, if you have a sequence and a product, make sure you map out all of the different types of training you could do to get people to consume your product.

Then, every once in a while, put a recommended resource in there for an upsell or a cross-sell. Figure out what you are going to promote.

Action Plan 3 is make your cross-promotion list of products.

Why not? Let's say you were selling a DVD on "How to Do a Job Interview," and someone purchases it from you.

Here is what I would do.

On day three, I would say, "Three days ago, you purchased this DVD. Have you started it yet? Finding the right job is the single, most important decision you will make in your entire life. Have you watched that DVD? If you haven't, please do it right now. Pop that DVD into your computer or home entertainment center and start watching. Your career depends on it."

That is what I would do on day three. These are all pre-written, by the way.

On day seven, you might say something like, "Hi, it's Alex again. I am wondering if you looked at Section One of your DVD on body language and how you sit in a chair? Whether you slouch or sit up has a huge impact on what people think of you in a non-verbal way."

If you want to sell more products, you have to get people to consume what they have already purchased

Understand, I don't know if that is true or not; I am just saying it for the sake of an example. I just want to show you what to write in a follow-up for your customer sequence.

Why am I doing this? Why am I trying to get them to consume my product?

Here is why. If they don't consume that DVD, there is no chance that I will ever sell them anything again.

Think about it.

If someone has an unused stick of deodorant in their restroom, or if someone has a shampoo bottle filled with shampoo, what is the chance of me buying more deodorant or more shampoo if I haven't consumed it?

Zero!

That is why they call us 'consumers.' That is why they call them 'consumer products.' Well, guess what? Information is a consumption product, as well.

Can't you consume information? If you bought books and tapes, and then bought another set, then a third, what are the chances of buying the fourth set of books and tapes from me if you haven't read the first three?

Probably zip, zilch, nada. Why? You haven't gained any value from it.

I know this. I know that gravity is automatic, and I know most people are lazy. I know that because I am that way.

Abraham Lincoln said, "God must have loved the lazy. He made so many of them." So, I want you to take that as a presupposition. Assume that your buyer is lazy.

Don't be a lazy marketer.

Assume your buyer is lazy. Remind them and tap them on the shoulder with a follow-up sequence. Tell them "Get going please! Your life depends on it, your job depends on it, your family depends on it, your marriage depends on it or your business depends on it."

*You can
use audio
postcards
to train
people to
consume*

It doesn't matter what you are selling. Get them to consume it; get them to use what it is you are selling, even if it is a physical product.

If it is a diet plan, get them motivated. It is like having a personal coach.

Guess what? You don't have to do it with email — you can do it with audio postcards. I invented the audio postcard. Did you know that? I invented it with this in mind.

When I thought of that idea, I went to Rick Raddatz and Armand Morin and said, "I just got www.AudioPostcards.com." And Rick said, "Great! I am going to get www.AudioPostcard.com."

Then, I invented what it looked like.

It is nothing but a web page. On the left side, there is a message. Then, there is a stamp in the upper right hand corner and a call-to-action on the right side. Now, less than a year later, there are audio postcards going everywhere.

Can't you send an audio postcard follow-up so people can listen to you, as well as read the short message that you have to sell?

You are selling them on consumption. You are selling them on consuming the product. You must do this. Otherwise, you have no chance of reselling them.

In fact, you could make a bonus gift out of it — "My 21-Day Audio Postcard Coaching Program." You can give them a table of contents on day zero.

After they purchase, you can say, "Here is your bonus gift. It is worth X number of dollars." Your follow-up program can be a bonus gift worth \$100. How is that for a concept? You can add value to your offer.

You say, "I have a 21-day, Fast-Start Program. Every three to four days, I am going to teach you how to go into this DVD on 'How to Get the Job That is Right for You' and show you how to get the most use out of it.

"Every three to four days, you will be getting an audio postcard from me. Just listen to it — it is less than three minutes.

Let people know that you are going to be emailing them

"Listen to it, and that is the way you get the most out of this course. It is a free bonus gift from me to you."

So, you warn them. Put it on your landing page when they are ordering. Now, they are expecting it. I like that because it puts pressure on you to do it.

On day zero, you say, "In three days, you will receive a tip from me on how to make the best use of this DVD." Then, on day three, say, "Three days ago, you purchased my DVD. Here is the first tip. It is about body language."

Then, you tell them, "In four days, you will be getting my next tip."

In four days, it will be day seven. So, you say "Seven days ago, you purchased my..." and you tell them what you tell them. Then, you say, "In three days, you will be getting my next tip."

In three days, it will be day ten. So, you say "Ten days ago..." and mention "In four days, you will be getting my next tip." Four days later is day fourteen — "Fourteen days ago you purchased... Today, I want you to do such-and-such."

Do this for 21 days.

What is that worth? Is that worth a lot of money? I think so.

Make them audio postcards — that is big, big money. I have been doing this for about a year now, but I know what to write.

I am about to launch in 60 days "The Marketing Minute," a weekly audio postcard of tips. It is ever green. In other words, I just do it once, and that is it for each tip. I have archives, and it will cost \$2 a week.

That's it — \$2 a week.

I tell them, "If each tip is not worth at least 100 times the value — or \$200 — they can ask for a refund. I will give it to you."

It is going to be a three to five-minute tip on an audio postcard, and it is called "The Marketing Minute." I own www.TheMarketingMinute.com. The website is not up yet, but it is going to be a string of audio postcards.

Having a customer auto responder sequence will help buyers to consume your product

I made it \$2 a week because I am going to have a 50% affiliate program, which will be \$1 a week to the affiliate. They will get the dollar a week in perpetuity — \$52 a year.

Don't you think a few people will want to hear what my tips are over the course of 52 weeks? I think so. Think of the archive I am building. That is a lot of posterity that I can pass on.

Those are chunked little tips. I am going to send it to them seven days from the day they opt in. It is not going to be every Monday or every Wednesday. If you opt in on Wednesday, then you get them every Wednesday. If you opt in on Friday, then you get them every Friday.

It is "The Marketing Minute." So, that is an idea.

On the follow-up, when someone purchases a product, you need to have a way for them to consume the product. That is called the "customer autoresponder sequence."

The best of the best, I believe, is at www.The-Whole-Truth.com, which is my good friend Stephen Pierce.

Click on that and purchase that product. It is dirt cheap. Purchase it and read it; it is a great way to get free traffic. Use it, and then watch his autoresponder series when you are a customer.

Just watch what he does. It is incredible.

Here is one of the messages: "Hi, Alex. I wanted to ask you a quick question. What is the highest you have ever been ranked in the search engines? The reason I ask is this is because you can start to get laser-targeted and pre-qualified visitors to your site if you have a good enough and high enough search engine ranking.

"Armand Morin got a Number Two ranking in Google in only two days. That one listing will produce thousands of totally-targeted, 100%-interested visitors to his site." Then he gives the link.

You can use your customer auto responders to sell them on your affiliates, as well

"The funny thing is it is not hard to get the same type of listings in search engines like Google, Yahoo, and other big engines. As a matter of fact, Armand Morin and Raymond McNally have put together a piece of software that does it all for you.

"It instantly generates these explosive search engine boosting pages known as 'smart pages,' 'smart flash' and 'smart frames.' It generates these three different types of smart pages, ten pages each, in under three minutes flat.

"You can create an unlimited number of pages. It provides totally-targeted, pre-qualified visitors to your site or affiliate link for bank-busting profits."

Isn't this well-written?

Then, it says, "May the truth set you free. God bless you and yours, Stephen A. Pierce." Now, that is the autoresponder series for customers.

What is he doing there? He is attempting to sell you on SmartPageGenerator.

That is what he is doing. He is selling you on SmartPageGenerator. In fact, if you click on the link, it goes to www.SmartPageGenerator.com, and it is Stephen Pierce's affiliate link.

Stephen Pierce created smart pages. Armand Morin and Raymond McNally created SmartPageGenerator. Then, Stephen Pierce is an affiliate to Armand Morin on the product he created. It makes it even more powerful.

"SmartPageGenerator creates 30 smart pages in less than three minutes flat." Go check this out at www.The-Whole-Truth.com. It is fascinating stuff.

In my opinion, it does a fantastic job of following up with his customers. And, in my opinion, he has the best customer autoresponder sequence on the planet. I am not saying that because he is a close friend. I am saying that because he is a darn good marketer.

Here is what I want you to do.

This is Action Plan 3. It really doesn't make any sense to have a good follow-up process and get them to consume your product if you don't

*From day
seven to
day
fourteen,
cross-
promote*

have a cross-promotion list. So, create a cross-promotion list. What else can you cross-promote with your main product?

Can you cross-promote teleconferences? Can you cross-promote a coaching program? Can you cross-promote other products?

If you sell coaching, you could be cross-promoting an audio eBook. If you sell vitamins, you could be cross-promoting nutra-pseuticals, which are liquids. If you are selling a DVD, you could be cross-promoting a CD-ROM version so they can listen to it in the car.

Cross-promote and sell them.

I would say after two weeks, I would start selling them. From day seven to day fourteen, I would cross-promote them and give them recommendations.

I want you to purchase a domain name — YourFullNameRecommends.com i.e. www.AlexMandossianRecommends.com.

If www.AlexMandossianRecommends.com wasn't available, I would get www.AlexMandossianRecommend.com. Why? That is the page I would send people to for my cross-promotion.

That is my cross-promotion portal. It is very powerful.

That is where you can send people and where everything is listed. It is YourFullNameRecommends.com.

People like recommendations.

People don't go online to buy. They go online to research. When you know that, you know a recommendation goes a long way.

Let's go on to the next case study.

No one under 18 should be going through this autoresponder series. I apologize in advance. It is a little bit racy, but it is not over the edge. www.DoubleYourDating.com is a brilliant case study. I could not overlook it.

Create a
"shy yes"
acquisition
process
page for
your
website

This man does a brilliant job of autoresponders and is probably the best at using this technique. Let me forewarn you, but I doubt it will be a problem.

These are secrets that men are supposed to know on how to pick up women. It is a very, very hot market. So, if that offends you, I apologize in advance. But, the fact is I'm not looking at the content, I am looking at the context.

He does an amazing job. You can take the same techniques that he is using to teach men who are single on how to pick up women. You can use the same context of how he does this in your own marketing.

Go to www.DoubleYourDating.com. You will see that you go into a "shy yes" page. It is not the full landing page. It is not where all of the copy is.

This is Action Plan 4 — create your website's "shy yes" acquisition process page.

He is getting an opt-in. Isn't an opt-in a shy yes? Of course it is.

You see the full page here, which says, "You are about to learn secrets that most men will never know about women... Inside you will learn the Kiss Test — how to tell if she is ready to be kissed. The difference between how men and women think about dating and why. And, why most women want to keep you from being successful."

Again, I am sorry if you think this is sexist. Don't look at the content as much as the context.

"How to use the secret of body language to keep women's attention. How to approach a new woman you would like to meet and exactly what to say to start a conversation without pick-up lines."

It is a very important bullet. Every man or woman would like to know that.

"Fun places to take women that are free — no paying for expensive dates."

This person, by the way, is David DeAngelo. The reason I respect this process he has set up is because he is so laser focused.

*Stay
focused –
be authentic
to your
purpose*

He is authentic in the sense that he is saying, "This is what I am doing." This is not pornography, by the way. This is just a target market that is very, very hot online.

He is very specific and authentic to men and women. He is giving advice to men and men only. He is making statements that may insult some women, but it is not intended for women — it is intended for men.

That is a very important point — he is staying focused.

So, it is, in my sense of the word, authentic to his marketing. I have already read four disclaimers. If this is insulting to you, I apologize for any of the women, but the point is not to tell you what is right and what is not.

The point is to show you how direct and authentic he is to his purpose.

His definiteness of purpose is authentic. I want you to be just as authentic to your definiteness of purpose of what you are selling. If you are selling "How to Get a Job," make sure you stay with "How to Get a Job."

"How Men Should Get a Job When They Are Interviewing" or "What Women Have to Work Against During a Job Interview" is just the opposite of what David is doing here.

Stay focused on your definiteness of purpose.

Let's move on to the power of this follow-up process. He wants you to opt in. Why? He wants you to opt in to his autoresponder process. That is what he is doing; this is the shy yes page.

If you type your first name and your email address, you will get an autoresponder process for prospects, and if you end up buying the course, for customers, as well. That is absolutely awesome.

He stays very focused on getting you to buy or getting you to the next step.

The next page you see is also a very short web page — "How to Tell if She is Ready to be Kissed" is the headline.

*Get hung
up on the
context of
marketing*

"I used to have no idea if a woman was ready to be kissed. I could be sitting there talking to her and thinking to myself, 'Wow! She looks great!'" That is not what it says, but I'm not going to read what it says.

"This would often leave me kiss-less, and oftentimes kiss-less for good. I didn't get another chance. Here is what I do now. If I have been talking to a woman and I want to know if she is ready to be kissed..." It is a little tease.

This is for a man, so if it is sexist, it is supposed to be. It is supposed to be a man reading it who is single, hopefully.

Then, you read the next page, which says "Click Here." It is brilliant. The next page says, "Here is how to meet and date the kind of woman you have always wanted." Then, it says "Next page — read samples."

Now, it starts selling you on the proposition of buying "Double Your Dating" by David DeAngelo. It is a brilliant piece of marketing.

There are a bunch of bonuses. I would just model what he has. It is absolutely brilliant. It is one of the best I have ever seen.

Check it out — www.DoubleYourDating.com.

Check out the autoresponder series not only for prospecting, but the one for a customer, should you become one.

In this kind of situation, this is not relevant to me because I am a happily married man. I became a customer to see what he did with his follow-up series. I recommend you do the same thing.

Don't get hung up on the topic or the content. Get hung up on the context of marketing. He is a brilliant marketer on a very emotionally charged topic.

That is the final case study, and that is the "Shy Yes" Acquisition Process at www.DoubleYourDating.com.

He is actually getting you to opt in to the sequence. It is powerful. Before he wants you to buy it, he is getting you to opt in. Isn't that cool?

*Build a
relationship
with your
customers
and
prospects*

He has your email address already before you can see any of the stuff. He teases you, as a man. He seduces you to opt in and gets you to read more.

He is chunking — he has very brief pages. Then, they get longer and longer. Isn't that what dating is like ideally?

I remember when I met Aimee, my wife. I met her on February 13, 1994. Many of you know the story. I asked her to join me for a cup of coffee. That lasted for an hour and a half.

It was a very short web page. My value proposition was very short.

We didn't talk intimately. We just talked in generalities. The next date was two days later because the next day was Valentine's Day, and I didn't want to be that presumptuous.

I asked her out to dinner, so that was a little longer web page. I asked her out again, and then, we dated exclusively. She opted-in. A year and a half later, she said 'yes' when I asked her to marry me.

Our engagement lasted for a year and a half. That was my first \$50 eBook.

We got married three years after we met. That is a lot of autoresponder series. That is a lot of "morning afters."

Then, we had kids three years after that.

We had our first child, Gabriel. Later, we had Brianna. I do not intend to ever get a divorce. Aimee is my best friend, as well as my wife, and we have two children together.

There is no reason for you to get divorced from your customers either.

That is called the "product return." Aimee and I communicate well, and you should communicate just as well.

An autoresponder is communicating with your customers and prospects. The number one reason for divorce in America is a lack of communication.

*Bait your
customers
so you can
hook them*

Both men and women have been surveyed, and lack of communication is the number one reason for divorce. Period. End of story. Case closed. Game over.

The number one reason for a marketing divorce, I believe, is a lack of communication in the marketing game.

The poor soul purchased something from you, and you ignored him or her.

They don't like that. They want to be loved and understood. Communicate with them. Use the power of autoresponders. It is a simple technology.

Again, here are some tools you can use. For \$20 a month, you can use the autoresponder program at www.1ShoppingCart.com. Do it!

Another is www.AWeber.com. For dirt cheap, you can use these autoresponder tools. All you need to do is write them. Just write them once, and you have leveraged yourself because you constantly follow-up.

Keep adding and constantly communicate with people.

Now, let's get into tactics. What is the "Consumption Follow-up Method" of autoresponder sequence?

That is simple. This is where you give them the whole thing — all three chapters like I do at www.MarketingWithPostcards.com — and tease them to keep going back to keep consuming.

Of course, I invite them to teleconferences on certain days, and I try to get them to purchase. But, all I want them to do is consume the bait.

When you are baiting fish, you don't want to feed the fish. You want to bait them; you want to catch fish.

So, don't feed your customers — catch your customers.

Don't give them all ten chapters. Just give them three chapters, or one chapter. Then, tell them to keep going after the bait. I guarantee if they have only nibbled at the bait, the hook is not inside.

*Always put
your call-
to-action at
the footer
of every
message*

You have to hook them in. The only way to hook them in is to get them to consume the bait. Then, you can reel them in and celebrate your prize.

The bottom line is, once you catch fish, you want to eat it. So, once you do that, you want to make sure you have value there. After they have purchased from you, remind them what they should be doing with the product.

So, you get them to consume the product before you have them get anything else or cross-promote other products or services.

That is the tactic called the "Consumption Follow-up Method."

That is something I invented, as far as I know, and it is something I use. So, please start using it. I have been teaching this for three and a half years now, and people still do not use it. I have no idea why, but I want you to use it.

The next tactic is "The Mini-Course Follow-up Method."

You can see this method if you just opt in to John Reese's www.AuctionSecrets.com in the middle of the page.

It is not at his affiliate opt-in, but the opt-in in the middle of the page that says "Mini Course Method." Just check out what he does. He chunks it — you get five parts.

The one who created this en masse was Jimmy D. Brown, who is the king of viral marketing.

The mini-course method is not giving everything at once and getting them to consume that thing. It is giving things in chunks. This gives you an excuse to keep emailing them.

Which method should you use? It all depends.

A mini-course is great. You can have a five-part mini-course, a seven-part mini-course, or a nine-part mini-course.

At the footer of your message, you always want your call-to-action — your resource box. Get them to buy your product.

*Start with
a soft-sell;
you can
sell them
harder the
next day*

Give them a tip in the mini-course, and then say "Now that I have baited you with this information, how would you like to get fed with all of the information? You can! Just click here."

After the mini-course is done, give them a soft-sell.

You can sell them a little harder the next day. Then, keep going with a few tips if they didn't buy yet.

Why can't you go for a full year? Why can't you add one autoresponder per day to your autoresponder sequence? Why can't you? The worst they can do is opt out, right?

Why can't you keep adding?

That is the beauty of autoresponders; you can add and add. Write autoresponder sequences and decide "Should I do a mini-course version?"

Again, go to www.AuctionSecrets.com and check it out. By the way, if you want to buy and sell stuff on eBay, purchase his course. It is a great course. You could become an affiliate and buy it through your affiliate link.

Whatever you do, it is important for you to just check out the sequence. That is the tactic called the "mini-course follow-up method."

Another tactic is called the "audio postcard follow-up method."

With autoresponder sequence secrets, which is the power of how to make and grab more sales while you sleep, the audio postcard that I mentioned earlier is key.

Instead of having text messages or HTML messages, you have audio postcards. Why is that cool? Someone can multi-task.

They are getting a little snippet every week or every day.

I have a friend whose name is John Terhune. He has a site called www.AttitudePump.com. It is for MLM marketers. He has these audio postcards that are awesome. He just pumps them up.

*You can sell
from the
platform,
the internet
or by word
of mouth*

If you are a coach, this is a great way to coach by proxy and get your best coaching techniques to coach people.

You can sell it — an autoresponder can be sold.

An autoresponder can be free, as a bonus gift. Or, it can be to get someone to buy or consume what they have just bought. Whatever you use it for, you can use an audio postcard for it.

That is powerful because there is an audio component to it. People don't have to read — they can just listen.

The next tactic is a "PDF follow-up."

This is something that Stephen Pierce uses. I have been using this technique for about three years. A PDF document works on a Mac or a PC. You can print out a PDF.

If you have been to any of my teleconferences, the autoresponder you received had a PDF. On that PDF, I gave you the phone number and the PIN code. I told you to print it out and tape it to the wall.

I just recently sent a message to my list from the last Big Seminar. It was a message that had a PDF document, which contained a curriculum for a series.

So, instead of selling from the platform, I am selling through the internet.

Now, if you would like to help me out and you want any of your friends or colleagues to experience this Traffic Conversion series, please give me a call or email me. My email is Alex@AskMyList.com, if you have a lead for me or if you know anyone you think would want to attend.

If your lead attends, I will give you an affiliate commission of half the cost because that is what I would pay if I were at a seminar.

You can do it by word of mouth if you want. I don't have an affiliate link per se right now. This is a word of mouth affiliate program, and I am doing it deliberately that way so I can show that works, as well.

This was a little side note.

*Break
things
down into
chunks for
easy
learning*

The PDF document is very powerful if you have it in an email. All you have in the email is a link, which brings up the PDF.

Then, they can print the PDF, whether they are your prospect or your customer. I love using this method.

Let's say you have a bunch of tips, and you are following up with a bunch of tips. Why do they have to be in a text email or an HTML email? Why do they have to be in an audio postcard? Why can't they just be in a link that pops open a PDF, which you tell them to print out?

Do you realize that you can take any teleseminar and turn it into a product by putting the audio transcripts on a CD?

Just be sure to break things down into chunks for easy learning.

For instance, with this Traffic Conversion series, I have included everything I know about web traffic conversion or converting prospects into customers. I have broken this down into eight months.

I believe in spatial learning.

That means, I want you to not be overwhelmed. I want you to learn in two-hour increments over the course of 30 days. Can anyone listen to a two-hour CD and read about 50 or 60 pages in a transcript over the course of 30 days?

Can people listen to it for a second or third in their car? Isn't that like sipping from a drinking fountain versus sipping from a fire hose?

Isn't that what you want in this over-communicated, over-marketed society? That is why I do not give you the entire course at once.

With this series, I am going to give the first double CD containing the PDF, which people are going to print out at home, plus a binder with dividers and a "Read This First" letter.

Every month, they are going to get another double CD with a PDF, which they will print out, put three holes in and place in the binder.

*A PDF
follow-up
document
is powerful,
and it's
free*

Why am I doing it that way? It costs less; I can get more for it; and it is extremely unique.

When people listen to this very moment right now, they'll say, "Wow, that is the way he did it!"

But, that is how this course is made into a product. Use that idea for yourself. You can posture and create your own product idea.

Am I going to have follow-up? You better believe it.

With this course, I will have audio postcards probably every week. "Hey, did you listen to CD #1?" "Did you go to the PDF document on Page 34 and see the one point I made about using PDFs, or audio postcards, or mini-courses, or consumption follow-up?"

See the power of this? See how it is multi-layered?

This is the power of autoresponders. I am doing what I espouse. I want you to do the same thing. The tactic of the PDF follow-up document is powerful, and it is free.

In an email, I can actually give them, for free, the entire PDF of the transcripts, or Session One, saying, "Here it is; print it out." If it was an oversight on the CD, "Here it is again." That is exactly what I am going to do.

So, that is using this tactic. See all of the layers?

The next tactic is the "story follow-up method." This is what Dori Friend does — she tells stories. Yanik Silver does this very well, too.

You can always tell stories. You don't have to tease them and bait them like I do. I love the teasing method — it is nice, short, concise, and in less than 70 words, I am having them go back.

If they opt out and don't want to hear from me anymore, they were never a customer in the first place. Good luck, God bless you, bye-bye. I want to polarize their interest.

*Don't let
people be
undecided
about you;
get them
to decide*

You either love me or you don't like me.

By the way, Casey Stengel, the great manager of baseball said, "The way you succeed in business or as a manager in baseball is to keep the people who can't stand you away from the people who are undecided."

I don't know if anyone can't stand me. I wouldn't deliberately do anything to hurt any one, but I polarize people. Either they dislike my method because they think it is frustrating, or they love it.

I want you to polarize people, too.

Don't let people be undecided — get them to love you or not love you. You want to polarize your group. That is what David DeAngelo does at www.DoubleYourDating.com. You either love him or you hate him.

If you are a woman, you may be insulted. But, you are not the targeted market — men are. If men are insulted, those are not the men he is going after. There are a ton of men who are just lining up to purchase the product. He is doing very well.

That is what I mean by authenticity.

It is staying authentic within one line of marketing behavior. The "story follow-up method" is telling stories. The story is a very powerful tool to get people to remember what you do. I love telling stories.

I love starting my public speeches with stories, as many of you know.

I told a story of half-life, which was my metaphor for suggesting that people forget what you say. I told you that radioactivity and particles are not different than memory in the grey matter of your brain.

I hope it worked for you. That was a story, and I could put that in an email as a follow-up.

The next tactic is the "testimonial follow-up." This is an especially powerful follow-up, especially with AudioGenerator.

*If you are
getting
testimonials,
get audio
testimonials*

You should have AudioGenerator. If you don't have it, please pick it up for \$1 to start. Here is the URL: <http://Members.AudioGenerator.com/Alex>. That is my affiliate link. I will get paid \$10 a month if you sign up there.

You get to sign up for \$1 for a certain number of days. It may be mid-month to mid-month, so make sure. Your credit card will be charged automatically.

If you're going there just to check it out, whatever it tells you is the number of days that are left, make sure you keep track of that. You can then try it out for \$1.

Send audio postcards to everyone. Send one to me if you want. If you are getting a testimonial from someone, I would get an audio testimonial.

Then, on day three, seven, twenty-one or whenever of your customer follow-up method — in your customer autoresponder sequence method — why don't you ask for a testimonial?

If you have an AudioGenerator account, you can give them the phone number, and they can call it in.

Let me show you some examples of pages.

You can give them a link, and it will go to a page that looks like this: www.AskMyList.com/testimonial. Or, you can go to the one I did for Stephen Pierce, which is www.AskStephenPierce.com/testimonial.

How about the one we did for Paul Colligan? You can see that at www.AskPaulColligan.com/testimonial. That is an audio testimonial, as is the one for www.AskMyList.com/testimonial.

Now, give them a link and say, "Did you like the product? Did you like the service? Do me a favor. I am going to do this." Give them an ethical bribe.

That is a very powerful way to get a testimonial.

"I will give you this extra unadvertised bonus if you take 30 seconds and write me a testimonial or call it in. Click this link now, and do it, please. It would mean so much to me."

*If someone
doesn't like
your
product,
ask them
why*

My good friend Steve Matrix, who sells day trading products, took me up on this request. He is not even a client of mine; he is just a friend. He emailed me. It blew him away at how many people take him up on it.

There is a sequence happening on one of the follow-up days after they purchase. But, if you don't have something written, you are never going to get the testimonial.

Am I evangelical about this or what? You have to do it.

If you don't expose, you will not get the testimonial. You don't have to chase anyone. All you have to do is wait for someone to give it to you.

You go to your AudioGenerator account, or you check your mail account and say, "Wow I got another testimonial! This is great!" All you did was pre-write that message sincerely, then the software automatically sends it to the person the third day after they bought or whatever day you choose.

Here is another thing. If they don't give you a testimonial and write back saying, "I don't really like your product," then you have to ask them one question. "Why don't you like it?"

It is a great way to ferret out problems or shortcomings with your product.

This is the testimonial follow-up method. It is very simple. Do you have to do all of this at once? No, you do not. But, you can do a little bit each day. You can do it in the next 30 days, can't you? Of course you can.

You can write a 21-day autoresponder sequence for prospects.

Remember, you are not writing one for every single day. There are not 21 emails. They are days zero, one, three, seven, ten, fourteen, seventeen and twenty-one. Eight emails. That's it — you're done!

And, you have so much to model from.

Please, I beg you. Write your sequence for your prospects. Then, write your sequence for your customers. Make sure on one of your follow-up days — I recommend day seven — to ask them for an audio or written testimonial.

Be sure to
create a
"shy yes"
page for
your
website

Then, make your list of cross-promotions for your list of products.

Action Plan 4 is to create your website "shy yes" acquisition process. www.DoubleYourDating.com is the best one. Also, Dori Friend at www.e-filtrate.com has a shy yes page. Check it out.

I have one at www.MarketingWithPostcards.com/freechapters. That is my "shy yes" page.

That is going to conclude our autoresponder sequence, which is "How to Grab More Sales While You Sleep."

Doesn't the Albert Einstein quote now make more sense? *"If the facts don't fit the theory, change the facts."*

I love that quote. In fact, I am so evangelical about this that I lose my voice when I talk about it.

I want you to do this stuff. The tools I have are all from Yanik Silver. I am not an affiliate of his. I recommend these tools because they are absolutely the best and most thorough on autoresponders.

I recommend you buy these products: www.AutoresponderMagic.com and www.InstantAutoresponders.com.

Then, there is www.WebAdMagic.com.

Get those tools and check them out. They will help you when you are writing in your autoresponders.

I have a new website designer I want to refer you to. He does all of Les Brown's website designs. His name is Kevin Jones, and I do highly recommend him. He has eight designers on hand.

So, if Frank and Marcy are booked, and if some of the other resources I have given you are booked — remember, website designers are exchanging time for dollars; it is a tough job — then get in touch with Kevin Jones.

His email address is Kevin.Jones@i3link.com. His number is 301-440-7580.

*Learn how
to crush
online
competitors*

Tell him Alex sent you; I don't get any affiliate commissions from him. I do that because I want you to have resources for web pages.

Now, as far as the next steps go, please go to www.TrafficConversionInstitute.com/classpics.htm. If you don't have your audio logo or picture up yet, please send it to Frank Deardurff.

Session Eight is a special session on Offline Marketing Tactics — "How to Crush Online Competitors."

If you need the audio transcripts, you can get them online at www.TrafficConversionInstitute.com/classfiles.htm.