

Offline Marketing Strategies

“How To Crush Online Competitors”



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"

*Benefit
from the
mistakes of
others and
use these
tested
principles*

Alex: This is the eighth and final lesson in this Traffic Conversion series. This lesson is about offline marketing strategies to build your online business.

It's really the fastest, easiest and most economical way to crush your online competitors. I use the word "crush" versus clobber because that's what it's like. You can literally crush a competitor.

Marketing is warfare, whether you like it or not, and it's a zero sum game, in many cases. There is so much money within a market. If you want to get the lion's share of that market, you need to market both online and offline.

I'm very excited about this lesson simply because I believe there are only a handful of people that do it correctly. I've been told that I am one of them.

I am going to impart as many strategies and secrets as possible and unveil many things that I've never unveiled ever before in any forum, whether that be one-on-one, in a seminar or in a personal consultation setting, just because they are so new. They work gangbusters.

For every tactic I'll be revealing, please understand that there are ten that have not worked, and that is with having a pretty decent track record.

I want to make that perfectly clear because what you are getting, like with all the rest of the seven lessons in the series, are tactics that are tested and true.

Please model them.

Understand, I have wasted literally hundreds of thousands of dollars of my own and my clients' money to get to these tactics — I want you to be the beneficiary of those.

If you go to www.TrafficConversionInstitute.com/classfiles.htm, we will be working from that executive summary.

For the past eight months, here are the strategies we have covered:

- ✓ Target Market Strategies — How your target market finds you.
- ✓ Opt-in Strategies — How to capture that all-important "shy yes."

*Tactics
change, but
principles
stay the
same*

- ✓ Online Audio Strategies — How to make websites and emails talk.
- ✓ Teleseminar Strategies — How to pull more cash out of your online or offline list.
- ✓ Copywriting Strategies — How to boost selling power with words.
- ✓ Recycling Strategies — How to monetize your abandonment traffic.
- ✓ Auto Responder Strategies — How to grab more sales while you sleep.

And, finally, this is session eight of eight:

- ✓ Offline Marketing Strategies — How to crush your online competitors.

This is the final lesson. But, it's not the end. It's just the beginning. There is no finish line in this business.

So, that is where we came from. I want you to go back and revisit those pages. They are there for you to review over and over again. Like a great movie, it will seem that much better to you when you see it for the second time.

Do you remember that movie, "Memento?" If you saw it a second time, it had new meaning because the movie began at the end and just kept going back. It was about a gentleman who had no short-term memory left, and it was from his perspective. It's a dynamite movie. Go check it out.

This is what I feel traffic conversion secrets and strategies are like.

It's like that movie. Go back to lessons one, two, three, four, five, six and seven. Read them and listen to them. I will be doing updates for you. You will be getting brand new case studies.

The principles stay the same. The case studies change from time to time. Tactics change. Principles stay the same. A principle is like gravity. That is something that will never change. A principle is like the law of reciprocity.

If I send you a birthday card and you forgot to send me one, the guilt that you may feel is through the law of reciprocity.

Now, the tactic is sending a birthday card.

*Email can
be a
creative
avoidance*

An audio postcard is another tactic. A phone call is another tactic.

So, tactics change. Some may become obsolete. I think spam became obsolete about six months after it was first tried in 1995 or 1996. It just got on people's nerves. And now, it's way obsolete. There is nothing that wastes more time than erasing spam, which brings me to this point.

When you want to contact me, the phone is the single, best tool to use. That's the best tactic of communication.

If there is a theme for this session, it's really communication strategies.

We want to expose as many messages of ourselves in as many different ways as possible to our prospect and customer base.

If you need to contact me, I want you to call me.

At the time of this session, my phone number is (415) 382-1212. If you want to call me on my nickel, this number probably will never change because I will redirect it if I ever move offices, and the number is (877) 267-7996.

It burns me a little bit when I hear from people, "I emailed you four times, and I didn't get a call back." When someone emails me five or six times, it's the definition of insanity. Don't you think I'm going to write you back?

Of course, I will. So, call me. Don't email me. My phone-messaging center does not have a spam filter, nor does my fax. My fax number is (415) 382-1222.

To me, email is creative avoidance. It's a form of procrastination. I feel strongly about it. And, to start with, let me tell you a story that the great Sam Walton who built the Wal-Mart empire used to tell about competitors.

There are two men in the wilderness. They are out there bear hunting.

For whatever reason, they were dressed up for a formal, but they were in a tent. The cabin where the formal was, was about a half mile away from the tent they were in. All of the sudden, there was a bear rummaging around the camp area.

*You don't
have to
outrun the
market;
you just
have to
outrun your
competitors*

They saw the shadow of the bear and ran out of the tent with their backpacks and their dress shoes. Both guys were running like mad with this bear chasing them. If you've ever been chased by a charging bear, it is not fun. You think the end of your life is not far away.

Well, one of the guys actually stopped and took off his backpack.

He took out his tennis shoes and started putting each one on, and he threw off his dress shoes. The other guy looked at him and said breathlessly, "What are you doing, John? If you do that, you are never going to outrun that bear."

John looked back at his buddy and said, "James, I don't have to outrun that bear. I only have to outrun you."

Do you see the difference?

You don't have to outrun the market. The bear is the target market. You just have to outrun your competitors.

When you are in the market of traffic optimization — search engine optimization — keeping up with what Google, Overture or Yahoo does is absolutely insane. I know people who are in the search engine optimization business that feel like they should be in padded rooms or straightjackets.

That's why I am in traffic conversion. Traffic conversion never changes. It's about human psychology.

My websites, and hopefully yours, are human optimized. Can you have more than one website? Of course. You can have five different landing pages that come into your sales page. But, mine are human optimized.

What I am teaching you is human optimization.

To be number one in a search engine is not to outwit the search engine or outrun the bear. To be number one is to outrun the competitor.

So, find out what one, two, three, four and maybe even number five is doing and just do it better.

*You will
know when
you have
intimacy
issues with
your
customers*

If they have more links, then you get more links. Model them. Spy on them. Do what you have to do.

This is what I did to learn what I know now.

In the realm of marketing, I do not consider myself an Internet marketer. Yes, I am a traffic conversion strategist, mentor, coach and consultant. Yes, I have helped clients make millions of dollars with just a few strategies, and I have made a ton of money myself.

I think you all know that my goal is to make a million dollars in twelve months with two kids in diapers, working at home with zero employees. That's my goal. We are on the mark, by the way.

Next year's goal is to make two million dollars, having written the eBook, *How I Made A Million Dollars Working From Home With Two Kids In Diapers*.

I wish everyone the very same luck and the very same energy to make that happen for you in your business, even a tenth of that. It doesn't happen overnight. My first year online, I made \$62,000.

The point is, I've only been in this business in the online world for about four years, if you can believe that. So, it doesn't take that long.

What I have learned is that there are really seven levels of customer intimacy. I want you to write this down or highlight this.

Now, picture a thermometer. On this thermometer, at each level, the temperature gets hotter and hotter. Customer intimacy is like intimacy with a lover, a spouse or a friend.

You know when you have intimacy issues.

You know how difficult it is to say, "I'm sorry" or "I forgive you," right? You know when you are struggling with those levels of issues dealing with everyday life. Well, you have the same problems sometimes with marketing your customers and prospects, believe it or not. I know I do.

*Snail Mail
is the
lowest level
of intimacy*

So, in the realm of customer intimacy, here is the way I like to look at it. Think of a thermometer and think of seven gauges. I want you to draw a thermometer and write seven hash marks going up.

At the very bottom, which is the lowest gauge, not freezing level, but, it's around 50 degrees, I want you to write the words "snail mail" — that includes postcards and direct mail.

I personally believe mail is the lowest level of customer intimacy.

Why? Some people think, "What do you mean, Alex? It's offline. It's more intimate." No. I don't believe it to be, and I will tell you why.

I define customer intimacy with speed.

Now, be honest. Have you ever courted a best friend, a lover, your spouse? Did you notice that if you ever spend extensive time with them in high frequency, suddenly, you realize you are thinking alike and that you have so much in common?

It's a function of speed, interaction and communicating with another person. It has to do with speed. So, if you want to increase the level of intimacy, I believe you have to increase the speed.

Snail mail takes a couple of days. I am in Marin County, and if I mail a letter to my mother down in southern California, it takes one to two days to get her a letter. Now, how long does it take for her to write back?

It takes a day to read it and another two days to get a response back. That's almost a week.

With snail mail, if I have a thought I want to express, I may be a month farther down the line, yet I am only getting back a response to my initial letter. I may write six, seven or eight letters before getting a response.

Have you ever written someone multiple letters and you only got one back? How does that feel?

*Intimacy is
the sense
that you
get to know
a person
and feel
trust for
them*

Because of the amount of time it takes to get feedback — and we are talking about speed — I believe snail mail is the lowest level of intimacy. It's difficult to build a relationship fast with snail mail. Don't you agree?

If you just ask the question, "How do you feel?" And someone writes back, "I feel great today. How do you feel?" By the time they get the letter, it may be irrelevant. Do you see what I'm saying?

That is why it is at the lowest level. It's around 50 degrees on the customer intimacy thermometer.

The next level at hash mark number two is email.

Why is email number two? It's faster than snail mail. When you send someone email, boom, you can get something back within minutes.

Think about it. It's real time.

"How do you feel, John?" "I feel great, Alex." "How was your day?" "My day was great." Do you see how much more intimate you can get?

I'm talking intimacy in the sense where you are actually feeling trust for someone, actually getting to know that person.

With email, if you have an email exchange with someone, as long as they are not those long, verbose blocks of email, which I loathe, then you can get a lot more messages back and forth.

I believe email is like a memo.

For me, the etiquette is short emails back and forth. It's really a great way to get intimate with your customers and prospects and get to know them. And they are floored when you answer them.

Email is faster, so it's more intimate. That's hash mark number two.

Slash number three is an instant message. Do you belong to Yahoo instant messaging or MSN instant messaging?

*To be on
someone's
IM list, you
must be
more
intimate
with them*

Think about how fast that is. "How do you feel?" "Great. How do you feel?" "Great." "What are you doing right now?" "Well, I'm writing a letter. What are you doing?"

Do you see how fast that is? It's a lot more intimate.

The speed is a lot faster: back and forth, back and forth. If someone that you are snail mailing to becomes an email buddy, you can get to become more knowledgeable of that person's life and more intimate with them. I'm not talking about romantic intimacy, but simply getting to know them.

That is why email really has created the antipathy of cocooning.

Faith Popcorn talked about cocooning. She said that we are going to get in our caves in our homes. But, email really has created an outreach program between people. People can be communicating across the planet within seconds. That would never be possible with snail mail.

An IM is instant. I believe AOL grew to the size it is because of instant messaging. That is slash number three. You may agree or disagree. I believe instant messaging is a lot faster than email.

That's just a fact, and you can get a lot more intimate with someone.

Not everyone on your email list is going to be on your IM list. Don't you have to be more intimate with that person to be on their IM list?

Think about it. It takes a lot for the person to be on your IM list because you know they are going to get into your world instantly if they see you. It's kind of like being exposed. You are naked in front of them saying, "Wow, I can get an instant message," because they see that you are online.

In an email, they don't see you.

Let's keep going up the thermometer now to the fourth level. I would say that the fourth level is around 85 degrees, Fahrenheit.

That is a teleseminar.

*Teleseminars
add the
element of
voice for
additional
intimacy*

It's a heck of a lot more intimate. I am exposed to you. I am reacting to you. I can go live and see how you are doing, or I can mute the phone.

Now, obviously, the bigger the seminar, the less intimate it is because there is a lot more background noise — the smaller the seminar, the more intimate.

Teleseminars are a lot more intimate, not only because of the speed, which is instant, even faster than IM, but also because you can hear my voice as an added element.

I am going to get into the offline strategies soon, but you must understand the different levels of customer intimacy because you need to take advantage of all of them.

A teleseminar is halfway up the ladder, and it's the one that I start with.

I have a teleconference once every two to three weeks on Guerrilla Marketing. If you want to attend, you can send an email to teleclinic@ThatOneWebGuy.com. You will get an email back with the phone number, passcode, date and time.

I'm using email as a high level of intimacy to get back to you on the passcode and the phone number. Then, you will get to eavesdrop in on a 50 to 65 minute teleconference on a Guerrilla Marketing plan.

I do it because people get to be more intimate with me, and I believe I shave off months of rapport building with people who are trying to size me up, "Do I really trust this guy? Does he really know what he's talking about?"

Do you see the power of that? You can do this, too.

I hope you do. In fact, if you listen in on the Guerrilla Marketing call, go ahead and record it.

Now, the fifth level of intimacy is a one-on-one phone consultation.

Think about this. All of my focus is on you, and — hopefully — all your focus is on me.

With one-on-one phone consultations, there is no where to hide

You should consider giving out free consultations. Why is that important? It's a higher level of intimacy. It's 90 to 95 degrees, whereas snail mail may be about 50 degrees. Email may be 65 degrees.

IM on the thermometer may be 75 degrees. Seminar by phone may be 85 degrees. I would say one-on-one phone consultations are between 90 and 95 degrees.

It's getting hot.

Why? It's just you and me or you and your client — you and your prospect. There is nowhere to hide. It's very intimate.

There is no way you can multi-task. You may be multi-tasking during a teleseminar. Chances are, you do.

When you are in a teleconference, you'd be shocked what people are doing in their homes and offices. They can have kids running on their backs. They can be surfing the web. They are going ahead of your curriculum.

But, when you're one-on-one with someone, you can't do that. That's a much higher level of intimacy.

That is a one-on-one phone consultation. That is level number five.

Level number six is a physical seminar, where you physically go to a seminar and give a public or platform speech.

Why is that more intimate? I believe that you are exposed completely — your body language and your physical appearance. Not only are they listening to you, they are seeing you. They are sizing you up and they are judging you.

Their judgment is happening millisecond by millisecond.

Plus, they are going to observe the way you are with the crowd and the way you are with them when they come up to you afterward and say either, "Hey, that was a great speech" or "That was a horrible speech" and "I have a question about..."

At a seminar, your speech, mannerisms and attire are all being observed and critiqued

They are going to size you up. How do you handle it in the crowd? So, a seminar to me is level six. That's like 100 degrees.

Don't you have more butterflies when you are in a public speaking scenario?

I'll tell you this, a teleconference is a very difficult platform to sell from because everyone is multi-tasking. I do my best to keep people's attention. I often stand up because I want to keep my energy high.

I always give a cheat sheet or an executive summary before the call to keep people on track and on focus.

But, with a seminar, think how much more intimate it is for the listener because they can't goof off. They have to be best behavior. They can't give an extra bone to the dog. They can't have the cat lying on their laps.

There is only one exception I know. I have a coaching client who has a very small dog who she carries with her in a pouch everywhere she goes, even to seminars. But it's not distracting.

With a seminar setting, it's far more intimate. Both parties have to be on their best behavior. They are sizing each other up because there is the visual.

Then, finally, the highest level of intimacy, I would say somewhere around 110 degrees Fahrenheit on the thermometer, is a one-on-one personal consultation. You are seeing me. I am seeing you.

You are judging what I'm wearing. You are judging my body language. Is it in concert and consistent with what I am saying? Am I interested in what you have to say? Am I giving you what you think to be the truth or am I dodging the question?

All these things can be going on in your mind. I know they've gone on in my mind with one-on-one consultations.

How many public speakers, how many gurus or how many people who are really good at what they do give one-on-one consultation?

Very, very few. It's way too intimate.

Give your
best
customers
your IM
address

A teleseminar is like coming into the front porch of my home. A lot of people come into the porch. A one-on-one phone consultation is like coming into my living room. Everyone who comes into my home gets to see that.

A one-on-one personal consultation is like going upstairs where all the bedrooms are, including the guest bedroom. It's giving people license to enter places in your home that the ordinary guest doesn't see.

They don't have a right to passage unless they are very close to you.

So, those are the seven levels of customer intimacy. I want you to use all of them: snail mail, email, IM, teleseminars, one-on-one phone consultations, seminars and one-on-one consultations.

By the way, how does someone use IM?

If you are a coach, can't you give your best customers or evangelists your IM address? Can't you do that if they reach a certain level so that when they see you online and they've got a quick question, boom, they ask you?

The one-on-one personal consultation can be at a seminar or anywhere.

I like to do them at seminars because it kills two birds with one stone. I'm physically there. Let's have a one-on-one consultation. I typically do 20 minutes. People are very grateful if I have the answers for them. And if I don't, I usually find someone who does.

So, let's start with the first part of the action plan, which is deciding on your offline tactics to grow your online sales.

I don't want you to be an Internet marketer. I want you to be a direct marketer who has an online presence. With an online presence, you need an offline presence. These are the different types of tactics you can use. I've given you seven of them already.

- ✓ **Snail mail** — Snail mail includes postcards and direct mail letters.
- ✓ **Email.**
- ✓ **IM** — Instant Messaging.

- ✓ **Teleseminars.**
- ✓ **One-On-One Phone Consultations** — they don't have to be an hour; they can be ten minutes. You can do a lightening round one-on-one.

For a seminar, consider having a lightening round one-on-one

This is one of the things I do near the end of the promotional time frame for a seminar. Many people know that I have typically been the number one affiliate for the System Seminar and the Big Seminar since those seminars have been in existence.

There are attendees who live within driving distance of the seminar. By two weeks before the conference, I've identified those people as the ones most likely to attend. So, I set up two one-hour lightening rounds.

They can call me and ask one traffic conversion question, because that's my area of expertise, whether they decide to go to the conference or not. I take five minutes to answer their question. It's a great idea for anyone of you. It's an offline marketing technique.

If the call is from 9:00 a.m. to 10:00 a.m., then one caller will call at 9:00, the next will call at 9:05, then 9:10, 9:15, 9:20 and so forth. If they call early, I don't take their call. I do it according to www.time.gov.

When I do this, I typically get 24 reservations for the call, 12 in the morning and 12 in the afternoon. I could do more, but it's exhausting. They can only ask one question. It moves very fast, and it gets people very focused.

Of those 24 who make reservations, typically, 18 to 20 will show up. Some get the time wrong. Some just don't show up. Of the 18 to 20 that will show up, four will sign up for the conference because of the intimacy.

No other speaker does that.

So, consider having a lightening round for your own conference or product. What is two hours out of your day if you get to speak one-on-one to 24 people? Give them five minutes to ask one question on your topic of expertise.

Other tactics you can use:

- ✓ **Seminar.** Being a speaker for a seminar is another tactic.

*Use fax
broadcasting
as there is
no spam
filter on a
fax machine*

- ✓ **One-On-One Personal Consultation** is the last of the seven, which we have already talked about. But, there are others.
- ✓ **Space Ads** are another tactic. Write a help wanted ad. Most of you have seen the space ads I wrote to pick up my bookkeeper, Leah, and our house cleaner, Kathleen. They are the same style of ad.

If you haven't seen them, email me at Alex@AskMyList.com. I will send you a copy. They are powerful ads. All you've got to do is fill in what you need to sell using that format and you will sell stuff, whatever it may be. Space ads are very powerful.
- ✓ **Fax broadcasts** are very powerful. What if you have a teleconference and you send a fax to confirm their passcode and teleclinic number. There is no spam filter for fax broadcasting. Right? It's very important.
- ✓ **Voice broadcasting.** What if you had people aboard your online shopping cart who were having trouble? You could send a voice broadcast out for 10 cents a call.

I'm going to give the vendor to do this in a moment.

The voice broadcast could say, "Hi, this is Alex from Heritage House Publishing. I'm so sorry I missed you today because according to our records you had trouble ordering online.

"I invite you to come back in the next 24 hours and go to www.MarketingWithPostcards.com/special" — don't go there because it doesn't exist yet — "...there is a surprise bonus gift we have waiting for you if you decide to call back and place your order. Again, I'm sorry I missed your call and I hope our paths cross often."

That's about 35 seconds.

One out of 20 will order. What does that cost you? One out of 20 at 10 cents a call is \$2.00. What do I get for it? \$247, with a net profit of \$200. Is it worth it for me to net \$200 when it costs me two bucks?

Especially if you have something that is service related, the voice broadcast is an awesome way to get people to come back to your website.

*Decide on
your offline
marketing
tactics to
grow your
online sales*

The fax broadcast is good also. Don't spam people with fax broadcasting, only send to someone when they have given you their fax number.

Now, here is a service. It's called AMS — Automated Marketing Solutions. I am going to give you a phone number where you can set up voice mail, which is another tactic. When someone calls into a 24-hour recorded message, you have voice mail service.

To order the service, you want to talk to Julie. The phone number is (800) 858-8889. Julie's extension is 133.

- ✓ **Articles.** This is the final tactic I will cover in this session, although there are literally dozens. When you write an article, it has a heck of a lot more credibility and credence than when you write an ad.

An article has an implied endorsement of the publication, and they can be online or offline.

Action plan number one is to decide on your offline marketing tactics to grow your online sales. I just gave you 11 offline tactics when it comes to increasing your online sales.

I will go over them very quickly — snail mail, which is postcards and direct mail, email, instant messaging, seminar by phone, one-on-one phone consultations, physical seminars, one-on-one personal contact, space ads, writing articles, voice broadcasting and fax broadcasting.

Those are just a few that you can work with.

Let's go to case study number one. www.TrafficConversionSecrets.com. This was an audio billboard I created for this very class that you are experiencing right now.

About three weeks before this billboard went up, I had a pre-announcement, which said, "I have a very important announcement. I am going to send it to you next week. It's about a new series I am hosting. I can't tell you much about it, but stay tuned." That's all it said.

*Use the
law of
reciprocity
and give
people an
ethical
bribe*

That pre-announcement didn't have a call to action. All that it did was get everyone interested in what was about to happen. Then, about a week later, I had this audio billboard up.

Please go to www.TrafficConversionSecrets.com. It is an audio billboard.

What is an audio billboard? It is longer than an audio postcard, and it's shorter than an audio web page. It's my invention.

It's kind of like a billboard on the street, only it has a lot more words, yet it's a lot easier to read because it's not as verbose as a web page.

If you go there, you'll hear some audio. You will see my face. This is a template, people. Imagine if you had your face, "Listen to..." your name, a headline, the date, the details at the very top, some copy and an ethical bribe, which you are going to give them in order to take the call to action.

Watch what I am doing here. At the very top, it says, "Discover Alex's Best Traffic Conversion Secrets During Eight Live Two-Hour Teleclinics."

Then, the headline reads, "Give me eight months, and I will spoon feed you my tested methods to convert more website visitors into cash."

I hope I have fulfilled at least part of that promise with this series.

It says, "It starts April 12, 2004, 5:30 Pacific. 8:30 Eastern." Then, I have the web copy. "Do you want to increase your website conversion rates?"

Then, it reads on. "There is nowhere that you can sign up online. You must call an 800 number." I give you the time and date you need to call.

"Call my assistant, Eric Farewell, at (863) 528-8896." Can you do this? Can you have an assistant or have people call into your number? This is a high-ticket item. It's \$1,800. People aren't going to sign up online.

So, I am using offline marketing to crush my competitors.

Just by calling, everyone is getting a bribe, which is the VPV calculator. That's very important. That's call the "law of reciprocity."

If you have a schedule, it is important to show it so they see what the experience will be

Then, you will see underneath the phone number it says, "Click here to get the dates and topics to the curriculum of this powerful, highly profitable, eight-month web traffic conversion teleclinic series."

Then, I give them the schedule.

If you have a schedule for something, then it is important to show them so they see what the experience will be.

Then, after being on the page for a while, you will see a delayed pop-up. This is an invention that I want everyone to copy. If you have 1ShoppingCart, you can use this because it's part of 1ShoppingCart.

This is called an "Opt-in automated pop-up." All you capture is the email address. You will see a button at the very bottom of the pop-up that says, "Click here to get the details on the \$392 worth of bonus gifts."

When you click that, there is a pop-up that says, "Congratulations. You've listened to the first 37 seconds of the audio billboard.

"You are now eligible to pick up \$392 plus in free bonus gifts if you qualify for Alex's eight-month Traffic Conversion teleclinic series. Click 'OK' below so Alex can send you the details via email."

Think about how clever this is. I love this because it worked like a charm.

I got an opt-in so I created a sublist of people who came to this audio billboard and who were interested in learning via phone. That's what the behavior was telling me. They want to learn via a teleclinic series.

And, if it's too much for them, don't you think I can sell them another teleclinic series of some kind that's less expensive? I have an opt-in list.

Nearly 10% of my entire database, which is just over 11,000, opted in.

Is that amazing? And, that is a list of people who want to learn via teleconferences. They got all the details if they listened to the first 37 seconds of my audio message, which is pretty long as you must agree.

*Audio
raises the
level of
intimacy*

In my email teaser for this billboard, I said, "Listen to the first 37 seconds," that's my bribe, "and you may be eligible for \$392 plus in free bonus gifts." They are eligible if they qualify for the Traffic Conversion teleclinic series.

After this, people say, "Wow, you must have gotten a ton of people."

Not true. I got three people.

I had a preview call the Thursday before the teleclinic began. It began on a Monday. I was at a John Childers conference, and I gave the call from my hotel room. It was one hour.

I told people, "Do not show up if you are not interested. But, if you do want to show up, you may be able to listen to all eight case studies, one from each of the classes that we will have over eight months. It will give you all the insights you need to make a decision."

I guarantee you everyone on that call had seen this audio billboard, and most of them called Eric Farewell. So, they got offline TLC and offline exposure.

None of my competitors do that. Very few online marketers do that.

I had Eric do it, and I paid him a small chunk of change for every person he converted. I gave him a bonus after it was all said and done.

Now, what are the numbers? It was extremely profitable. Three people signed up with the audio billboard. When we raised the bar on the intimacy where we had a teleseminar, that's intimacy level number four.

A website or an audio billboard is between email and IM.

When you include audio, isn't that more intimate? That's why I do so much with audio. That's why I invented the audio postcard or the audio billboard. That's why I am involved with AudioGenerator as one of the partners, because it's more intimate. There is audio. It's not just silent.

So, what did we do? We brought audio into it. Then, they could call Eric and have a live one-on-one consultation by phone.

People are willing to pay more at once to get more intimacy

Isn't that a higher level of intimacy? Do you see how this all fits in?

At first, three people signed up at \$1,800. After the preview call, we had 14 people sign up. Eric was going crazy with calls coming in from people who were interested. People were calling me, "What's this all about?"

That's 17 people.

I picked up another two people from my own list later on, from calls that I personally made. That's 19 people. And, I sold this from the platform at John Childers' speaker training, and I had to increase the number of people that were eligible from 24 to 32 because 13 more people joined.

Now, at \$1,800 times 32, that is \$57,600. Divide that by 16 hours of work, which is what it is going to be, and that is \$3,600. That's not bad compared to my \$450 hourly fee. I am giving myself an 800% raise per hour.

Is that good? Yeah, it's good. Could I do better? Probably.

You know what? You can do exactly the same thing. I'm giving you the actual numbers. As intimate as those one-on-one calls were, they had to hear it from me, and they had to have a second chance.

Remember frequency.

Guess what? If people want to use the payment plan, they pay \$250 a month for eight months. That means people pay \$2,000 if they want me to finance it. If they pay in one lump sum, do you know what they get? They get two free consultations from me, one-on-one phone consultations.

Isn't that a higher level of intimacy? That's level five versus level four, which is a teleseminar.

That higher level of intimacy got five people to pay all at once. Now, two more people recently said, "Hey, I want the one-on-ones with Alex," and they have decided to pay in one lump sum.

I am actually motivating people to pay me all at once. Why? They want one-on-one time. They want more intimacy.

Use
methods
that create
curiosity in
the minds
of potential
clients

I am going to have Eric Farewell join me now. I want to spend a lot of time on this case study because it is ground breaking. In three weeks time, I gained close to \$60,000 in business — that's very powerful. Plus, it's only one Monday out of every month.

Eric, I want you to be honest with me.

You were disappointed after that first billboard went up. You knew you were getting paid for every person who said yes. You got a bunch of calls, but you didn't get the number of signups you thought were possible.

True or false?

Eric: That's true. Honestly, it surprised me when the billboard went up because I did not know what time it was going up. I got five calls within 10 minutes. I thought, "Whoa. This is amazing. Then, it tapered down."

Alex: You called me and asked, "What's happening?"

Eric: I thought, "What the heck is going on here? This is amazing."

Alex: They called you because they don't typically see something like this. They were calling and kind of kicking tires. People didn't sign up right away.

It was surprising because it was only about a week and a half out from the actual day of the event beginning.

Be honest. You were a little disappointed. You thought maybe more people would sign up rather than the three we got, right?

*Use the
tactic of a
preview call
before a
large ticket
teleclinic*

Eric: Oh, absolutely.

Alex: And then, what happened? People opted in. Then, instead of emailing my entire list, as I had sent an email to my entire list once in the beginning, I sent an email twice to the list that had opted in specifically to this call.

I did this because I didn't want to burn out my existing list. That's called sublist marketing.

The preview call is a great tactic, and it is going to be a bonus for people, including all of you. I am going to make that a bonus — how to promote an \$1,800 course from scratch through a teleconference call.

I think it's very, very valuable.

During the preview call, my wife was listening while she was drying her hair in the bathroom. She said, "Wow! That was pretty good." I didn't even notice she was listening. I get in the zone.

All that it was, was a preview call with case studies. I gave a handout like I typically do.

Eric, tell everyone what happened for the next few days after that.

Eric: The preview call ended at 10:00 in the evening, Eastern Time. At the end of the call, I told everyone that I would take calls until 1:00 a.m. It was 1:40 a.m. when I finally got off the phone, and I was in awe — literally.

People were not just calling to find out more about it. People were saying, "Quick. I know you are busy. Take my credit card number and phone number and call me back tomorrow."

I got that from about five different people. It exploded. I had four days of non-stop phone calls. It was great.

*Heat up the
level of
intimacy
with your
clients*

Alex: I had a gentleman on Easter Sunday email me and say, "I'm so disappointed. I've been playing phone tag with Eric, and I can't talk to him to sign up. Please can I sit in on the first call?" We allowed it.

The fact that on Easter Sunday someone is expecting a call back is telling me that we've heated up the intimacy level of this campaign.

There is not one sole who cannot do what I've just described — just model it step-by-step.

Eric, can you please share some final thoughts on what you experienced being on the receiving side of the phone calls?

Eric: It was exciting for me in particular. I guess the biggest impact from it is not just the power of marketing, but truly the power of offline marketing and having a personal touch.

My buddy and Alex's other assistant, James Davis, called everyone who was to be on that call just to remind them that the call was happening.

The result of that was people got to see the personal touch — that there are people behind computers. There is a lifestyle here that is not just someone sitting behind a keyboard where you never hear from us. It showed greatly by the amount of conversion that we had.

That was exciting.

Alex: Thanks, Eric. That completes case study number one.

Let's go to case study number two, which is www.SuperCamp.com. This is Joe Chapon, a very close friend and client of mine. It's a very, very successful kids' camp. These guys really do a great job.

If you have any kids within the ages that are appropriate to go to this camp, send them. Don't walk. Run to the order form and send them.

Normally, I recommend putting an 800 number on the order page

They really will have an incredible experience.

I want everyone to go to www.SuperCamp.com. There is something I want you to notice. On that home page, in the upper left hand corner, this is one of the few sites where I recommended putting an 800 number.

I typically never have people put an 800 number on the sales letter or the home page. I only do it on the order page, especially in business-to-business websites. I only put it on my order page.

On the order page, they are no longer suspects. They are prospects.

But, Super Camp is a sizable investment and what he and his wife Bobbie want you to do is send for the free CD and special report, which you can see in the upper right hand corner, right above the girl holding up the pens.

You can see the picture of the CD and the picture of the catalog. Then, you are going to get that by mail.

So, what is this? This is a lead-generation website.

You have online videos, camp photos, a free CD and a brochure.

So, you have an 800 number to request that, and you have follow-up calls for people to call you from Super Camp and say, "I noticed you downloaded the information to get your CD. You signed up, and we sent it to you a week ago. What do you think? What is your child doing this summer?"

What I did for them is I created an online presence for this.

Why did I do that? By having an online catalog, which people have access to when they're doing a Google campaign for the online catalog and the online CD, the intimacy has been upped.

We have increased the intimacy because of the speed.

Now, instead of a follow-up call coming three weeks after the catalog has been requested, we are doing it three days after the catalog is requested.

If you have an expensive product, especially one that is business-to-consumer, use an 800 number

We just started the campaign, but knowing what I know from previous campaigns, it is going to up the ante, increase the number of sales and lower the cost of acquisition per customer.

So, they have an online CD and catalog. All they did was convert the offline catalog into a PDF. That is higher intimacy — email. Now, their operators are calling three days after it is downloaded.

They are calling up by phone, which is a high, high level of intimacy — one-on-one phone call. That's intimacy level number five.

They are calling up and asking people, "What do you think? What are you going to do?"

Now, without that level of intimacy, without that nudge, they may not get that parent to send their kid to Super Camp. Many colleges, when they're raising funds, call because it's a heck of a lot more intimate. It's harder to say "No" on the phone than it is by mail. Understand that.

Use this methodology, especially if you have a business-to-consumer product or service. Put your 800 number on your website.

If you have an expensive product, in this case it is an expensive service that is over \$1,000, then give them the ability to learn more about you by touching and feeling what your product is all about.

That is what they are doing here.

They are giving you the ability to call them and request a free catalog. And, if you come in from Google or other online sources, they give you the ability to see the whole thing online.

When you get the information online, this allows them to call you three weeks and three days earlier.

I hope everyone understands the power of that.

Online is more intimate, and you can shave off, in this case, weeks before you get to the answer.

When you raise intimacy, people can know, like and trust you more

I don't care if you get a yes or a no. I want to expose you as quickly as possible because I cannot close a sale. Only the customer, the client or the patient can close him or herself.

All I can do is raise the level of intimacy, raise the bar and lower the hurdle so that they know, like and trust me.

That is case study number two. Let's go to case study number three.

www.StayInTouchSystem.com. Here is my new partner in postcard marketing, Gail Boswell. I love this woman. She really knows what she's doing. She has been a realtor for over 20 years, and she has a follow-up system with postcards.

If you want someone to do your mailings and do them automatically, month after month, call her.

What do we have? We have an 800 number at the top — (800) 241-9991.

This is a website that I wrote and created. You see the FAQs. You see the Rave Reviews. This is a really cool website. Check it out when you get a chance. When you click the rave reviews, you'll see the testimonials.

When you click the "Why Realtors Give Two Thumbs Up" link on the left side, those are all audio testimonials.

This is a very, very well designed site. It's doing very well. And, it is designed for realtors. Check it out.

The point of this is, this is both offline and online. This is a sizable investment. Postcards are offline marketing, yet she is marketing them online.

Now, instead of just saying, "Get your free catalog," what I did instead is, "Get the seven deadly sins to real estate marketing." It's just a little bit more interesting. Do you see the opt-in for the free report on the right hand side?

With the order form, there is a very specific reason why we put all the order information, not the credit card information, on step one.

*When
people
print out
your site,
you then
have a
piece of
cyber real
estate in
their house*

This way, when you go to step two, if you decide to abort, we have your phone number, so we can call and say, "Hi. This is StayInTouch.com, and we noticed that you had trouble online. Can we help you with anything?"

I can do that with a phone call or with a voice broadcast. I hope everyone sees the value of that. There are a lot of other elements here that raise intimacy.

On the home page, there is a "Listen to a personal message from Gail Boswell" link right below the headline, "Tested Real Estate Marketing Secret Takes Guesswork Out Of Prospecting And Captures More Listings ... Fast!"

What do realtors want to do? They want to get more listings fast.

Another level of intimacy — I want everyone to pay attention to this — "Print this page." Do you see that? I was the first on the net to have "Print this page" for commercial reasons, as far as I know. I did it at the end of 2000 on my website. People have acknowledge me for this, and I'm proud of it.

"Print this page" makes a virtual website into a physical printed page.

I typically have people come back, call me and say, "I want to order your course. I downloaded your three free chapters a long time ago. But, I printed the page. I reread it. I highlighted it. I curled up on my couch and I'm interested. I didn't read every word online, but I did after I printed it."

Sometimes, it is three or four months later.

Do you understand the power of that? "Print this page." It's very powerful.

There are a lot of other intimacy tactics here, like a pop quiz and all sorts of neat things. If you go farther down the page, it says, "Click here to reserve your FREE 10-minute phone consultation so you too can discover the money-making power of the Stay In Touch™ Follow-Up System."

If they click that, I ask for their full name, email, company, work phone, zip code and the best time to call. Then, it says, "I want my free consultation."

Why can't you do this?

Another way to build intimacy is to offer video coaching

You can do a free 10-minute consultation. Anyone who signs up for that is a very hot prospect because they are going for intimacy level number five, a one-on-one phone consultation.

The next best thing is video conferencing, which is between number five and number six. I do video coaching. All you need is a web cam. There was a time when I was giving away free web cams for anyone who got my one-on-one coaching so they could see me.

Many of you have done video coaching with me. You are physically seeing me, even on a bad hair day. It's a higher level of intimacy.

It's between level five and six, between a one-on-one phone consultation and a physical seminar because you are seeing, at least, a talking head.

www.StayInTouchSystem.com is a great example of offline marketing with a phone number to call and with the order page getting all the information before asking for the credit card, which allows you to call people. Plus, it has the "Print this page" link. It's very important.

Our next case study is www.MarketingWithPostcards.com.

Once you have gone to www.MarketingWithPostcards.com, click the "Order Now" button. What do you see on the order page? You see a toll free number. It's (877) 267-7996.

You can decide whether or not to put a toll free number on your home page sales letter or not. I don't put one. No one gets the right to that passage until they get to my order page.

An order page person is a prospect. A sales or home page person is a suspect.

When they demonstrate to me that they are a prospect, then they get to call me on my nickel.

It's up to you how you want to do it. Stay In Touch™ uses a toll-free number because they want to give away catalogues, and Super Camp uses a toll-free number as we just demonstrated because that's B-to-C.

When a prospect calls you, it is simple to close them

If you have a business to consumer product, it's always good to have an 800 number. But, if you have a B-to-B then the jury is out. Have a phone number on the sales page, but choose if it will be a toll or a toll-free number.

I like to put my toll-free number on my order page.

Notice where I put it — at the very top. Why? I know when those people call me, once they know that I exist, I will call them back, and they are cooked — I am going to close them.

They are going to close themselves because they are not going to believe that someone actually called them back after they left a message, or that they actually got in touch with someone.

That's the number one thing someone tells me. "Oh my gosh, I can't believe I got you." They were expecting to leave a message.

What is that? Intimacy.

Does that allow me to crush my competitors? You bet. Big time. That's what I want you to do.

I want everyone now to go to www.MarketingWithPostcards.com and wait about 15 seconds.

This is a long page. There are over 4,600 words on this page. It's a very profitable page. It has made me five figures month after month. The best month I ever had was a little over \$40,000.

The worst month I ever had in five figures was \$10,000. And, the worst month I ever, ever had was \$800, which was my first month out.

I have "Print this page" right beneath my hips where I am holding up the whole Charles Atlas thing. Do you see where it says, "Print this page?" Don't click that yet. If you have come to this page and you wait for about 15 seconds, you are going to get a "Print this page" prompt.

That is something else I invented.

A follow-up call to people who buy your product can mark the difference between you and your competitors

On most computers, whether you have a Mac or PC, you are going to see a "Print this page" prompt come up. Why?

I know I was the first to do this. People have ripped this off now since I put it up there. The reason I did this is because it's a long page, and I don't think everyone is going to read every word.

So, if they don't see the "Print this page" link, I am actually telling them to print it, and I am getting in their way to get them to print it

They can still read the page while it's printing, but I make them print it.

I can't tell you how profitable this little "Print this page" prompt has been for me. It's a very simple script. I don't know if it is one line of code. But, it's a very easy cut and paste job.

If you want it, you can ask Frank for it. Frank@AccessCafe.net.

Only use it if you have a very long page and if you think it's absolutely critical for them to print the page. You don't always have to put it on your home page either.

So, those are two techniques, not only the "Print this page" icon with the link, but the pop-up that comes up, which is the printing prompt.

Action plan number two — I've been talking about using the phone. Let me tell you something. The follow-up call is what marked the difference between me and all my competitors.

When MarketingWithPostcards.com launched at the end of 2000, everyone was laughing at me because I was selling a hard product, not an eBook.

It's a three-ring binder. There was no CD-ROM back then.

My colleagues were laughing at me. "Yeah, that's cute, Alex. You'll never make it happen. It's a hard product, and it's \$247."

Well, after the first month they were still laughing because I didn't do that well — under \$1,000. I thought I did great.

Call every customer who orders from you online and thank them

Heck, I had the first hard product in the Internet marketing world selling to Internet marketers, which was teaching them how to market offline.

I put all these elements together, and I didn't care if I had one order for two weeks or one order per day. This is action plan number two. I called each online customer and thanked them personally.

Can you do this? Can you call every customer who orders from you online and thank them? If it gets too hectic, can you have someone else thank them?

I have two people thanking people now. I have Eric and James Davis calling people up and thanking them after they order *Market With Postcards*.

James Davis called up all 30 people and their webmasters for the teleclinic series, not only thanking them, but also making sure they have the passcode and the phone number.

That's an \$1,800 client, even if they are financing \$250 a month with me. I don't want to lose them because they missed the first call, which is one out of eight. I don't want them to miss the call. So, I had those people called.

Call each of your online customers and thank them personally — a random act of kindness.

Here is what I say when I call people, and this is what I used to do up until a month ago. I say, "Hi, it's Alex Mandossian, and I am author of *Market With Postcards*. I'm just calling to make sure it was you who indeed ordered the course online."

"Yes, it was."

"Well, I'm calling for three reasons. Number one, I did want to make sure it was you. Number two, I want to make sure that you look inside the binder cover. There is a bonus gift reply form on the inside cover, and I want you to take that out and fax it to me so you get the bonus gifts."

They usually respond, "Oh yeah, I was wondering what that was" or "No, I haven't opened the box yet."

Take a
minute to
call or use
voice
broadcasting
for only 10
cents each

"Well, go ahead and open the box. Make sure you consume the first page because once you do, you may want to read the second and third page. If you don't consume those pages, you are much more likely to return the book.

"Also, fax back that bonus gift reply form.

"And, the third reason I'm calling is quite simply just to tell you that there is a human being behind this website. I want to demonstrate to you how important it is to me that you know that I appreciate your business, and I hope that our paths cross again."

Do you know what that phone call has done for my business, a simple one-minute phone call, even a 20 second phone call when I leave a message?

If you don't want to call people, big deal. Do voice broadcasting for 10 cents a piece. The way voice broadcasting works is, it only leaves a message when they get an answering machine. They won't talk to someone.

When they hear an answering machine, they will say, "Hi. It's Alex Mandossian (or your name). I'm so sorry I missed you. I'm just calling because I noticed that you ordered *Market With Postcards*. First, I wanted to confirm that it was you, indeed, who ordered. If it wasn't, don't bother calling back. I just wanted to insure that to be true.

Second, I want to make sure that you send back that bonus gift reply form that is on the inside cover. Please open up the box, fill that out and fax it.

And third, we just want you to know that there are human beings behind this online website, and we really appreciate your business. We do hope our paths cross often."

My pat line to most people is, "I hope our paths cross often." In fact, when I end a seminar speech or a platform speech, what do I say?

"Good luck. Good sales. And, I hope our paths cross often."

That's my ending. That's the ending that I like to be known for. I love that ending because it's unique.

People who
order are
worth so
much more
than those
who come
to the site
or even
opt in

When I hear people telling me, "I hope our paths cross often," I kind of chuckle because they weren't saying that. It's just a neat little sentence that rings true for a lot of people.

David Mahoney, who is a former CEO of Norton Simon Company was one of my mentors when I was in New York City. He is no longer with us. He ran Colgate, by the way.

In a letter he wrote me, he thanked me and said, "Alex, I hope our paths cross often." I never forgot it, and I've used it ever since.

What is your salutation? What is your goodbye?

What are you going to do when you call people after they order? If you get one order a day, can't you call those people? They are worth 10 times more than the people who are opting in. And, they are worth 100 times more than the people landing on your website.

So, I hope you have decided at least to write down your offline tactics to grow your online sales. And, I hope, as of today, you have decided to call each customer and thank them personally.

As Foster Hibbard says in the quote of the month, "*Doing isn't difficult. Deciding is.*" Deciding to call is what is difficult. Doing it is not difficult once you end up doing it.

Any questions from the group?

John: Alex, do you find that because you've called to make friends after they buy that they then feel they have a right to call you all the time and take more of your time personally as you go forward?

Alex: John, that's a very good question. And the answer is yes and no. It's all based on the person's temperament.

*Be upfront
with people
and let
them know
that you
are not
always
accessible
by phone*

I've owned five dogs in my life — three beagles, one Corgi and one mutt. The three beagles, being the same species, all had different personalities.

Every caller of any species and any age is going to have a different personality. With the marketing specie, they can be advanced, or they can be a newbie. They can be an older caller or a younger caller.

It's all going to be predicated on the type of person they are.

If they are shy, they typically won't call back, but if they feel you've touched them, what an incredible experience that is. You end up having guru status.

My wife laughs sometimes at the reaction that some people have. I'm taken aback. I'm sometimes shocked and grateful that I get that response.

On the other end of the spectrum, there are people who will find that that initial call will given them license to call you.

Since that question has been brought up, I am going to acknowledge you by telling you this is the way I end it before I tell them, "Good luck. Good sales, and I hope our paths cross again."

I first say, "I'm very busy. I'm not always accessible by phone. You can always email me. If you find that I don't reply after three or four emails, then call or fax me. Because chances are, you may be getting spam filtered."

What's the insinuation there?

Email me first. Because most people are uncomfortable with the level of intimacy of a phone call, you'd be surprised how many people don't call.

All you've got to do when someone says, "I want to J.V. with you," say, "Great. Call me." That filters out 90% of those people. They don't want to call. They want to hide behind email because it's not as intimate.

Many people will fax.

When you do fax consulting, it's a great way to do business. One of my mentors, John Childers, says, "Do fax consulting instead of phone

Let people know that you have certain hours you will accept phone calls

consulting. It's less intimate. Tell them that they have six months of unlimited fax consulting, and your time won't start until your first fax."

Well, here's what happens because I've tried it. They will never fax you because they never want their time to begin. Human behavior is incredible.

That's an offline tactic, by the way, having fax consulting, especially if you are in a business-to-business environment.

For you, John, if someone sent you their resume and you are going to mock it up, you can do fax consulting. Tell them, "You've got three months unlimited fax consulting with me." Chances are, they will never fax you.

If they do fax you, they will do it when they are really prepared.

So, to answer your question, yes and no. The people who are of the ilk of calling you over and over again are going to do it anyway, no matter what. The people who aren't, won't.

The fact is at least you get to infect them with the idea that, "I'm very busy. I'm not always going to be accessible by phone."

If anyone has ever called my phone number and gotten my voice mail, you know that I have open phone hours. So, that's also insinuating and suggesting that you are a busy person. Anyone can do that.

Call my phone and listen to that message. Model it. Many others do that.

By calling people up, it raises intimacy. At the same time, you are putting someone in play. If they constantly call you and nudge you, you have found out very quickly who you don't want to do business with.

Does that makes sense?

John: Oh, yes. In my field particularly, you have people who are helpless, pathetic and clingy.

If you get hundreds of orders a day, consider using voice broadcast or a teleseminar

Alex: It's almost like a welfare system where they want you to do the work for them. I don't begrudge them for that.

But, if you make it perfectly clear that you are not there to do the work for them, you are extremely busy, but if they want to fax or email you, great. If they don't get a response, then a phone call is the last resort.

They will be very prepared when they call.

I don't mind if anyone calls me. I really don't. Just be succinct. Be to the point and know what you want. That is what my criteria are. My biggest frustration is when someone calls me, and they don't know what they want.

It's an energy and time vampire. It sucks your energy and time dry.

I don't think just by calling people up it is going to get people to call you more often. It shouldn't scare you. At least test it and see what happens. It doesn't hurt to test it.

Some people like Yanik Silver, Marlon Sanders, Jonathan Mizel and John Reese get hundreds of orders a day. What do you do? You have a choice.

You can send a voice broadcast, and you will reach about 70% of those people because an answering machine will come on during the day.

Number two, have a free teleconference once a week or once a month as a customer appreciation teleconference.

Have an ASK™ campaign. "Now that you've owned this product for 30 days, join us for our monthly teleconference for the most frequently asked questions about this product. I will go through each question as fast as possible in 90 minutes. And, I hope your question is one of them."

All you are doing is raising the bar of intimacy starting with snail mail, then email, then an IM, then seminar by phone, then one-on-one phone, then physical seminar and one-on-one in person. That is level number seven.

You are just going up the ladder.

Use key words to entice people to consume your product

I thought of a ladder and a totem pole, but I thought a thermometer was best because there is heat involved. The hotter things are, the more intimate you are so that is easier for people to remember. Think of it that way.

Let's go to the next case study.

www.TrafficConversionInstitute.com/bonusrequest.pdf. This changed my life. Let me tell you a little story about it.

It is not enough to sell information products. If every bottle of shampoo that was ever purchased was not consumed, the shampoo people would be out of business.

So, the shampoo companies put a little line of instruction on the back of the bottle that says, "Rinse, lather" and the magic six letter word, "REPEAT." Why? They use twice as much shampoo in the same shower session.

That was not enough. Some genius from Proctor and Gamble added two more words. There was "Rinse, lather, repeat" and the two words that were added, "USE DAILY." That upped the consumption of shampoo.

What does Arm and Hammer baking soda do?

They teach you to throw it down the drain to clean the drain. They teach you to buy two — one for the fridge and one for cooking. They teach you to brush your teeth with it. Can you imagine?

They are the best consumption marketing company in the world.

What about Betty Crocker? They have their recipes on the back of other product, for instance, marshmallows from Kraft and Kellogg's Rice Krispies.

The Rice Krispies squares are another way to consume Rice Krispies. You can use a whole box in one tray.

Most of you mothers know this if you've ever made them for your kids. Plus, now, they have you put in M & M's.

It's a racket from the Mars Company, right?

When you
get people
to consume
your product
or service,
they are
more likely
to buy more

Kraft and Mars have gotten together to consume more M & M's and Rice Krispies, which is supposed to just be cereal.

If there are other ways to consume your product, use this tactic. I firmly believe that there is no way that someone is going to buy my sixth book if they haven't read the previous five books.

So, I believe that you must get your people to consume your information product, your physical product or whatever it is that you're selling. Period.

Or, they must consume your services to go to the next service.

Here is the bonus gift request form. This changed my life. As far as I know, I am the only one on the planet who still uses it. I have no idea why people don't use this. It's the simplest thing in the world. But, this is what it is.

Remember, when I call people up, I tell them, "Look on the inside cover and fax in the bonus gift reply form."

When they fax it, it tells me a couple of things. Someone who has a fax machine is serious about their business. So, whoever faxes it to me instead of mailing it, which is a majority of people, I know those are people who may have a lifetime value that is greater than someone who didn't fax it.

More importantly, to get this sheet, they had to have opened the course. They had to have undone the box and then opened the three-ring binder. On the inside, innocently, under the "Read this first" document, which we will talk about in a moment, they have this bonus gift reply form.

The reason they are sending this is for me to send the bonus gifts. I don't send the bonus gifts in the package with the book.

Why? I think the bonuses are overwhelming and that diminishes the value of my primary offer, which is, in this case, *Market With Postcards*.

I send a bonus gift by mail. I do it for a second mailing. Why? It's snail mail. It's still somewhat intimate. I am using fax and snail mail.

It's a second touch after they've purchased the course.

*Marketing
begins with
the contact
after the
sale*

How many people touch for a second time after they order. Most people say, "Hey, they ordered. I don't want to touch them anymore. They could possibly ask for a refund."

I touch them multiple times. That is where my marketing begins. This is an offline marketing tactic.

If you have any information product or physical product of any kind, give them a bonus gift. Have them fax the reply in or mail or email it. It doesn't matter how they get it to you. But, they must open your product to get it.

If you have an eBook, have them send an email from inside the eBook for the bonus gift request.

They want the bonus gifts. Everyone is greedy. So, bribe them for it. Realize that whoever asks for this is less likely to ask for a refund.

Do you notice this? Do you sense this? Whoever asks for the bonus gifts is less likely to ask for a refund. In fact, my lowest refund requests have been from people who have faxed in this bonus gift reply form because they have committed more to the book. They have opened the book.

Do you know where the largest amount of refund requests come from? They come from the people who didn't even open the box. I know because I get it back. It's in the original packaging.

So, let's say I am in a conference and I'm selling my *Market With Postcards* course, and there are other people there selling other courses.

After the conference, when I call the people who ordered, I say, "It's Alex Mandossian. Your book is on the way. Thank you for ordering. I want you to open up the box and on the inside cover, there is a bonus gift reply form. Fax it back, and I will send you the bonus gifts in a separate mailing."

What does that do? It gets them to open my box first.

They've got six other information products waiting for them when they get home. Maybe it comes a couple of weeks later. Mine gets opened first.

You have a competitive advantage in the network economy when you have more customer contacts

Do you know what? I don't let them open any other one. I keep hammering them to come and follow me, like the Pied Piper of Hamelin, because after they are done with my book, after I have taught them to consume my book, I go to the next thing, which is a teleconference.

I might have a free teleconference, a paid traffic conversion course, an ASK™ campaign or any one of the things I do outside of *Market With Postcards*.

In the network economy, which we are in right now, we are out of the industrial economy. It is a competitive advantage to make more customer contacts. You have a competitive advantage in the network economy when you have more customer contacts or exposures.

The more you mix it up offline and online, the better you will do.

The number one reason for divorce in America is the same reason for the number one reason a product is returned in marketing. That reason, time and time again, survey after survey, is a lack of communication.

So, what I am doing is, I am communicating with them more frequently.

How easy is this bonus gift reply form? You have a sheet of paper. It's in black and white. It says, "Bonus gift reply form. Fill out form and fax to..." and then my fax number.

"Yes, rush these three bonus gifts." And, I have the bonus gifts listed. Some of them come by mail. Some of them come by email. And, boom, I have a competitive advantage because people are consuming my course before they consume another course.

I probably am responsible for more refund requests that go to my competitors. That's why I said, "how to crush your online competitors," because people only have so much time.

Someone is going to ask for a return.

I don't want it to be a return on my product. So, I get them to consume my course. Then, I go to the next course and the next course and the next course.

With your product, especially every how-to course, have a "Read this first" page

In the very first session, I asked each one of you to create an email folder. Did you do that?

That email folder is supposed to read, "!Alex Mandossian!" It doesn't matter which email client you use — Eudora, Outlook, AOL, Hotmail, Yahoo, Pegasus — if you use that name, I will go to the very top.

I am branding myself. You are keeping all of my emails that come to you in your swipe file.

I promised after eight months, you would have the world's best swipe file. I personally believe it. I'm sorry if it doesn't sound humble, but it is absolutely true. You should right now have eight months in that swipe file.

If you haven't done it, then start today. Create an email folder that says, "!Alex Mandossian!," and then, every time you see an email from me, you don't even need to read it — just stick it in there and read it on your own time later on. If you do this, you will get to model that, and it will pay off.

I wanted to give you \$1,800 times 100. But, the only way that is possible is if you act upon the information I have given you.

Let's go to the next case study — "Read this first."

There isn't a how-to course in existence that should be void of a "Read this first." People are confused when they get your product. They want to know where to start.

Where to start is the single, most asked question in the conversation of the mind of your customer, client or patient when they have something to read or consume that is verbal. If you have something physical, do this first.

Go to www.TrafficConversionInstitute.com/readthisfirst.pdf. This is a PDF. I am going to read it to you.

It's very simple. I am asking you to read this first. This is the actual "Read this first" document for this series in physical form.

*Tell people
what their
life will be
like after
they have
consumed
your
product*

It says, "At this moment, you are one traffic conversion secret away from a fortune." You know what? I believe that. I absolutely believe that.

The one that created a fortune for me was the exit survey, which we covered during our exit strategies. Many have made a fortune for me, but that one especially.

The next sentence: "You are about to take a giant leap forward in the way you think about how to convert more first-time visitors into paying customers, because this Traffic Conversion Secrets course will give you step-by-step tactics that take the guesswork out of eMarketing."

What I am doing is, I am painting a vision of what they will experience. You should do this with this "Read this first" document.

Tell them what life will be like after they have consumed your product, even if it's an audio product, video product or written product — it doesn't just have to be a consumable product.

You are selling to a consumer. They are going to consume it. That's why we call them consumers. So, tell them what life will be like.

It's just like consuming a stick of deodorant or a bottle of shampoo.

Now, listen to this: "So, if you want to get the most out of the battle-tested eMarketing strategies I reveal, please take note of these eight traffic conversion strategies you are about to discover."

What am I doing here? I am telling them what I am about to tell them. You know the sales formula, "Tell them what you are about to tell them; tell them; then, tell them what you just told them.

Then, I have all eight chapters or volumes: Target Market Strategies, Opt-In Strategies, Online Audio Strategies, Teleseminar Strategies, Copywriting Strategies, Recycling Strategies, Auto Responder Strategies and Offline Marketing Strategies, which is the topic for this session.

Then, I end with, "My sincere wish is to make this Traffic Conversion Secrets course your passport to the unlimited wealth and success you've

*Tell people
in your
"Read this
first" to
reread your
product*

always dreamed about." Now listen to this because I want you to write the same thing in your "Read this first" document.

"Once you experience this material for the first time, go back and reread the enhanced transcripts and listen to the audios a second time. By doing so, you will discover just about everything there is to know about web traffic conversion.

"Bottom line, you'll know what I now know.

"In the meantime, I do hope that our paths cross often and that this manual represents the beginning of a long term and fruitful business relationship between the two of us. Alex Mandossian, Heritage House Publishing, Inc., San Francisco, California."

This is a great "Read this first" document. I believe it is less than 150 words. It is to the point. It is painting a picture of what life will be like. Plus, I tell them to go back and reread.

What did I say at the beginning of this lesson?

I said, "Go back and re-listen to all the previous lessons. Didn't I also give you a recap? I gave you a recap of all eight lessons.

I told you that the first lesson was Target Market Strategies. Number two was Opt-In Strategies. Number three was Online Audio Strategies. Number four was Teleseminar Strategies. Number five was Copywriting Strategies. Number six was Recycling Strategies. Number seven was Auto Responder Strategies. And, number eight is Offline Marketing Strategies.

Tell them what you just told them. That is what your "Read this first" document should do. Paint a picture what life will be like after they have consumed your course.

Onward. Let's go to the next case study.

www.TrafficConversionInstitute.com/coverletter.pdf. I am giving you the cover letter for the manual to this course that you are experiencing now.

*Have a
bonus gift
request
form, a
"Read this
first"
document
and a cover
letter*

It says, "Dear Colleague, I have a traffic conversion client who works hard to make \$100,000 annually. It takes him just 27 days, and he enjoys playing golf for the rest of the year. How about you?"

"Wouldn't it be great if you discovered a fast, easy and economical way to dramatically boost your sales and profits without spending an extra nickel more on advertising?"

"How much would it be worth to you to uncover proven secrets to triple your income and double your time off? This Traffic Conversion Secrets course shows you how.

"I am often told that the bonus CD alone is worth ten times the value of what you have invested in this course."

By the way, if you didn't get the email and you want to get your bonus gifts online, go to www.TrafficConversionInstitute.com/bonus. The password is "socrates."

Go on and read this cover letter. Every information product, every how-to course, I believe every book even, should have three things before you begin. This includes every audio course, every CD course and every DVD course. They should have three things before you begin.

Have a bonus gift request form so you have another excuse to communicate with them and find out who is going to be the least likely to ask for a product return and who has the highest customer lifetime value.

I keep those people who send in the bonus gift reply form in a separate sublist because I know that those people are going to be my highest lifetime value. They have already demonstrated they care.

It should also have a "Read this first" document.

Plus, it should have a cover letter just like this one — hand signed. It has my address. It has my phone numbers. I want to be intimate with them because they have purchased my course, in this case it is \$1,800.

*Have ways
to touch
people as
many times
as you can
to get them
to consume
your product*

By the way, my course is very special. As a product, people will get the first session in the three-ring binder along with the two CDs for that session in a DVD case and the bonus CD. That's what they get in the beginning.

I tell people that I am not going to give them a fire hose that they can suck on. That is what everyone else does. I am going to give them a drinking fountain. I want them to sip from this drinking fountain, enjoy it at a comfortable pace, and in 30 days, they are going to get session two on CD.

I am also going to email them the PDF so they can print it out and stick it in their three-ring binder.

What is that doing? I am touching them seven more times by snail mail and email. I am forcing them to touch me seven more times, and I am making them print it out and physically put it in the three-ring binder.

Is this what most people do? No.

Why am I doing it? I am doing it for their convenience and to get them to consume it at a comfortable rate. I am coaching them by proxy.

Can you do this? Of course, you can.

Every single one of you who wants to do a how-to course in their topic of expertise can do this in eight weeks, eight months or whatever.

Have them consume it.

Now, some people are going to want it all at once. God bless them. Give it to them. But, I am going to send \$7.00 more. That is what it is going to cost me.

With providing it over eight months, I am going to increase the level of intimacy. They are going to buy more stuff from me because I am in their home, with a picture of me, every single month for eight months.

That is how you get people to consume your audio, your video or your written products. That is the cover letter.

Let's go to www.TrafficConversionInstitute.com/mwpfollowup.pdf.

Teach
people how
to consume
your
product
by using
follow-up

I told you that I teach people to consume the *Market With Postcards* course. This is the way I am going to do it. Each of you can do this, too.

It's five weeks of follow-up with postcards. I am showing it to you. I am naked to you right now. You are seeing exactly what people will get with my *Market With Postcards* course.

For the first week, the postcard's billboard side — the picture side — says, "Beautiful music doesn't just happen." On the other side, it says, "Dear John (or whatever their first name is), Leo Tolstoy flunked out of college.

"Albert Einstein was four years old before he could speak, and he was seven before he could read. Beethoven's music teacher once said of him, as a composer, he is hopeless. Thomas Edison's teacher said he was too stupid to learn anything. A newspaper editor fired Walt Disney because he had no good ideas.

"Louis Pasteur was rated mediocre in chemistry when he attended the Royal College. Winston Churchill failed the sixth grade. Twenty-three major publishers rejected Dr. Seuss' first children's book.

"Michael Jordan was cut from his high school basketball team. A Decca Records associate told The Beatles in 1962, 'You will never make it because groups with guitars are on their way out. Go back to Liverpool.'"

That's my favorite one, by the way.

"Now, with postcard marketing, as in life, the will to win is not nearly as important as the will to prepare to win. That's why it makes sense to prepare your three-step marketing plan outline in *Market With Postcards*."

That is in the course, and that is the postcard you receive after week one.

As you scroll down the page of the PDF file you downloaded from www.TrafficConversionInstitute.com/mwpfollowup.pdf, you will see the next postcard. It is a case study.

The billboard side says, "Color postcards boost magazine circulation by 128%. Problem, action, result." That's my case study formula.

*You need
to have
an auto
responder
follow-up
series*

Then, on the back side, it says, "How to survive and even grow during any economic slump or recession." Then, it gives a little lesson and says, "Case study number two on page six of my forward."

I am actually getting people to go into my forward of *Market With Postcards* and read it. This postcard is coming to you on week two.

Then, there is another case study. On the front of that postcard, it says, "Cosmetic dentist makes an extra \$22,525 dollar marketing with postcards."

These are actual case studies.

On the flip side of the postcard, it gives a little story. It says, "Please go to page 2.1 in your manual and review the 'Sixty Sources to Find Qualified Prospects.'" I am actually nudging people to consume my book.

Then, there are weeks three, four and five. Read through this. One month — five touches. What is it costing me? Fifty cents a touch. That is \$2.50.

Is it worth it? Heck, yeah. They paid me \$247 plus \$7.50 shipping and handling. Of course, it is worth it. They have financed step follow-up method so that they can consume it.

Why shouldn't I do that? Can you do this with email? You better believe you can. Can you do it with audio postcards? You better believe you can.

How many autoresponder follow-ups do you have after someone purchases your product? Shame on you if it is zero. I don't mean to shame anybody, but shame on your if you have zero.

Most people just have one message. "Thank you for ordering. Your credit card will be charged to Heritage House Publishing," etcetera. Most have one.

These people are now customers. They are more likely to buy again from you — seven or eight times more likely than a prospect and 20 times more than a suspect who doesn't know, like or trust you.

For gosh sakes, have a follow-up system. At least, ask for a testimonial.

When someone gives you a testimonial, they are an evangelist for you

I have a good friend, Steven Matrix, who sells how-to courses on day trading. All he did is, on day seven of his autoresponder sequence after they ordered, he asked for an audio testimonial.

The audio testimonials started piling in.

Why can't you do that? Someone who decides to give you an audio testimonial is an evangelist. Think about that.

Next case study: www.TrafficConversionInstitute.com/exitsurvey.pdf.

What is this? I told you I am going to teach you offline techniques to build your online business.

Well, that's not only online to offline. Sometimes, it is offline to online.

I am one of the few public speakers I know of or have ever seen that goes for the shy yes more than I go for the yes. When people at conferences say, "How did you do," I don't look at the number of sales I made, I don't even look at the number of people who said, "What a great speech," I look at how many opt-in addresses I got.

I always have a way for them to give me a shy yes.

There is a product at www.ExitSurveyGenerator.com. Anyone can go there right now. It's a little page I wrote that is a joint venture between ASK Database™ and AudioGenerator.

It is the code to make your exit surveys show. Even when someone has an exit pop-up, it will not be blocked with this code. It's very simple. You just cut and paste it, and there you have it.

Do you remember recycling strategies? That was session six of the eight. Do you remember "How to monetize your abandonment traffic?"

Well, if your abandonment traffic is not getting monetized, sometimes your exit pops may be blocked. That is no longer the case with this because this is the code that does it.

Once you
have their
email,
you can
communicate
for free

Check this out. I am at a conference, and I am saying, "Do you see all these exit pops I just showed you? How would you like to have this code for free?"

Everyone's hand goes up. I say, "Great. I want you to print your first name and your primary email. I want nothing else."

That is actually in my presentation. If I have 200 people there, 180 will fill this in and create a table rush at the end of the presentation. And, it looks like I really sold the heck out of what it was I was selling.

So, use a little tactic like this to get their opt-in. I do it with CDs. I do it with \$1 offers. But, use offline tactics in a teleconference setting or at a small presentation to get their email.

Once you have their email, you can communicate for free. It may not be as intimate as a seminar, but at least you can communicate with them for free.

Do you see how easy this form is? Look at it. How easy is it to put something like this in your package?

"To get your Exit Survey Generator code at now cost, fill in your first name and primary email below." Then, there are arrows there for the first name and the primary email. It's very innocuous.

"Turn in this filled out sheet at the back table of the conference hall after Alex Mandossian concludes his presentation." I did this at the Big Seminar, and I believe I got 283 people to fill this out and turn it in.

That is the power of a simple opt-in mechanism. Again, you can find it at www.TrafficConversionInstitute.com/exitsurvey.pdf.

The next one — let's say you are at a conference and you have a presentation. If anyone has been to my platform presentation and seen me in action, you know that I have fill-in.

I have a PDF output, which I have given you, a printout. You have it in a little booklet so that I can keep your attention and you don't doze off. The only nod I want is nodding yes, not nodding off.

After a presentation, offer the filled in notes to people who opt-in

Then, I have a presentation, which has the blanks, and that's all you see in your presentation — blanks. Then, I have my PowerPoint that fills in the blanks, and you fill in the blanks, too.

Another way that I get opt-ins is don't just have one opt-in mechanism when you are giving a public speech — have many. You can do this with your webinars, too.

If you go to www.AskJohnChilders.com/answers, I use this site any time I give a John Childers presentation, which I do 10 times out of the year.

I tell them, "How would you like to get the answers to all of these blanks so you make sure you've got all of them correctly? Well, it will cost you your email address and your name. All you've got to do is go to www.AskJohnChilders.com/answers and opt-in."

What type of sublist is this creating for me, people? Think about it.

These people have paid \$5,000 to see me and others speak about selling skills from the platform. That's a good list to have. I would rather have 50 of those than 5,000 opt-ins. Don't you agree?

I'd rather have web-to-web or online-to-online. That list is very profitable. It is a very tightly-targeted, highly-profitable offline list because they have paid big bucks to be there.

So, if you ever have a presentation that requires answers to be filled in, your listeners can always opt-in to get them.

Let's go to the next one.

This is www.AbrahamInternetStrategies.com/Alex. Let me tell you the story behind this.

I was approached by Stephen Pierce, Rich Sheffren and Jay Abraham to be an affiliate. I refused to mail my list because this was a very expensive three-call seminar series by Jay Abraham.

You can offer a rebate program to buy more customers

It was two calls, then a bonus session by Stephen Pierce, who is a good friend of mine, as well as Rich Sheffren.

If you go to that page from the case study, it says, "How a 55 year old marketing genius who can't even use a computer can double your online business overnight, then re-double it again over the next 12 months."

This was a conference, and I was asked to be an affiliate. All the other affiliates were huge companies. I am not going to mention who they are.

In less than three hours, I became the number one affiliate by a landslide, I'm talking over 80 people. The next person had about 50 people.

What's interesting is, my people stuck with me. Some of the others had a guarantee, and it didn't stick. I truly believe it is because I have a higher level of intimacy with people.

Everyone else had two, three, four or five people they got into the call. Little me had less than 10,000 people, and I had close to 80 people sign up.

How did I do it? It's called the "Amazing Rebate Program."

It's something I invented. I recommend it to everyone. You get the gist of it if you go to www.AbrahamInternetStrategies.com/alex.

To my list and any other list that wanted to attend, I was willing to give them 50% of what they paid for the conference, which is 100% of my commission. I was willing to give them 100% of what I earned.

Why am I willing to give 100% of what I earned? What is the point?

Well, every time I do a rebate call — I don't only do it for Jay, I do it for others — it costs me 87 cents in hard dollars. I am buying customers there, right?

I don't know if you can buy a relationship. Sometimes, men do buy marriages with materials by dousing their ladies with gifts and such

I did just the opposite. I pretended like I was a pauper to make sure Aimee's intentions were where I wanted them to be, then I showered her with gifts.

*Your rebate
list can be
your most
profitable
list*

But sometimes, as in many relationships, you can buy into it. Money can do this. Let's be perfectly frank. You can buy customers.

I would welcome anyone to buy a customer. For me, that is an authentic way to build a business. It shaves off years, definitely months, of trial and error if you buy a customer.

So, I am buying customers for 87 cents.

Why does it cost me 87 cents? First of all, I am getting paid a commission. So, if that's a wash as a rebate, that's not costing me anything. What costs me money is me signing my name on the check at \$450 an hour. It takes me about ten seconds to sign the check, which is about 10 cents. If my name were shorter than Alex Mandossian, it would cost me eight cents.

It costs another 22 cents for Leah, my bookkeeper, to put a little note such as, "You deserve this. Here's your rebate check as promised."

Then, there is the check, which is in triplicate through Quicken. It's highway robbery what they charge. I think it's like 14 cents, and I can't overcome the stamp. That's 37 cents.

Finally, my business card, I believe, is three or four cents. In all, it comes out to about 87 cents to get this thing out to them.

Even if it was from my own list, I have identified that they bought. Not only did they buy, but they bought for a teleconference.

Is that a good sublist for me to have? You'd better believe it is.

I have their addresses. I can snail mail them. I can, in most cases, fax them. I can email them. My rebate list is my most profitable list because I am buying customers for just 87 cents.

In six months of doing rebates with teleconferences, including the Jay Abraham rebate program, I have been the number one affiliate with all except for one. And, everyone of you can do this.

*You can be
branded in
a person's
mind when
you give
them a
rebate*

It cost me 87 cents, and right now, I have 643 people on that list, anywhere from \$24 to as high as \$297.

Imagine you get a check from me. It's the first piece of direct mail you've ever gotten from me, and it says, "Here is your rebate check as promised. You deserve it." What if it is \$297? Are you going to listen to what I have to say after that? Are you going to follow me versus someone else?

I think so. And, people do.

Listen to these numbers — 87 cents times 643 people who are on that list is about \$560. It costs me about \$560 to acquire 643 customers. I have bought those customers through the rebate bribe.

How much revenue have I generated in the past six months since I began doing this?

Listen to this, with those 643 people, the mean average — in other words, the total revenue divided by the total number of people — comes out to \$58 per person profit. That's the average. That is a total of \$37,294.

Some people have bought nothing. Some people have bought a lot, from a conference or my affiliate program.

People at the Big Seminar who went under my name want to give the commissions to me. They say, "Alex, I want to make sure this is your affiliate link." When I ask them why, they say, "Because you gave me that rebate." You can do this.

If I said that I wanted you to give me \$560, and in six months time, I would give you \$37,000 back, would you cut that deal?

It's very simple. Do rebates. Do teleconferences with people and give people rebates. Do email campaigns and give people rebates.

At first, you are going to wonder, "Why am I doing this," until they get the rebate check in the mail and you count the cash afterwards.

They will follow you. You will build a brand.

*Prospects
who come
from
rebates are
tightly-
targeted
leads*

Let me show you an online version of this rebate program. Go to the next case study right now — www.E-Filtrate.com/TrafficConversion.html.

This is at the very bottom of Dori Friend's site. It says, "An unadvertised rebate offer from Alex Mandossian. Wait! Where are you going? Are you actually leaving E-Filtrate without giving it a fair try?"

"Turn up your speakers and listen to the offer I am about to make you. Click this link to order E-Filtrate now, and I will give you my commission."

What am I doing? I am buying people who are interested in sending email and not getting them blocked by the spam filters. Is that a good traffic conversion lead? You'd better believe it is.

How many of these do I get a month? I get about 10 from Dori.

I get 10 new prospects that are highly-qualified, tightly-targeted, highly-profitable leads from Dori's exit pop-up and her P.S. If you go to her page, you will see it. Check it out.

www.E-Filtrate.com/TrafficConversion.html is the actual pop-up.

Another tactic is the "\$1 offer." I'm on the platform, and I say, "How would you like to try the ASK Database™ for just \$1?" After they've seen the way this thing works, they often subscribe. The subscription is \$29.95 a month.

I have a special hard-coded site: www.AskDatabase.com/alex.

If you haven't tried the ASK Database™, you can go there right now and get it. It's a special offer — 21 days for \$1.

If you have a membership site, can't you put your face on it with an audio file? If a subscription is costing people \$30 a month, \$100 a month or even \$200 a month, can't you let them try it for 21 days for \$1?

Why 21 days and not 30? Because 21 days is actually nine days less than 30 days. 365 divided by 30 is about 12. Whereas, 365 divided by 21 is 17.

What does that mean?

*Offer a trial
version of
your
membership
or program*

That means that I have 17 expirations versus 12, which means that I get people to sign up sooner. I automatically put them into my membership, and my autoresponders tell them that this is going to happen.

That is what you want to do. Please have a \$1 special offer or a \$3.95 special offer or whatever. Just make that happen.

Then, from the platform or from an email, give them an offer, and they will try out your membership site. If you have a membership site of any kind, if you have a coaching program of any kind, do a \$1 offer.

Onward to the next to the last case study for this session, which is www.TrafficConversionInstitute.com/refundrequest.pdf.

This is something I created about two and a half years ago. I still don't see anyone doing it. All I am doing here is recycling my refund requests.

For the person's protection, I called him John Doe. I didn't want people to know what his real name was.

The letter is very short.

There is a picture of me because I want them to feel and see who they are getting the refund from. Anyone who asks for a refund from me, I feel, is insane. I hope you feel the same way about your own products.

So, I want them to see my face when they are getting this cover letter.

It's not retribution, but I just want them to feel that this is a real person who they are getting a refund from. Here is the letter:

"Enclosed you will find your \$247 refund check according to my unconditional, 100% money-back guarantee, which you are now taking advantage of. Although, I realize that our paths may never cross again, I want to introduce you to another top marketer."

What is the insinuation there? Well, there is my ego saying, "I'm a top marketer and I am going to introduce you to another one."

*Send a
recommends
list with any
of your
refunds, as
you may sell
them on
something
else*

Have fun with it. Do the same thing.

"His name is Armand Morin, and I have made special arrangements with him to award you a test drive of his brand new technology that makes websites and emails talk. Here is the special link to hear what I am talking about. www.AudioGenerator.com/alex."

That's a hard-coded site. That is my affiliate link, and I am actually getting paid if they sign up.

Do you know that two out of 10 people who get this refund request will end up signing up? I am getting \$10 a month from them, or a total of \$120 a year, so I am refinancing my refund request.

It's not over until it's over.

They are getting a direct mail piece with their check and what are they doing? They are getting a chance to get another recommendation from me.

Everyone should have the domain name with their own name and then "Recommends.com" — such as www.AlexRecommends.com, www.JohnRecommends.com, www.JohnLuchtRecommends.com.

What you want to do is tell them, "You may not have liked this, but if I may recommend some of my other products, here they are." Then, just take them to a page kind of like www.YanikRecommends.com.

Go there and see what Yanik Silver has.

Also, read this refund request. Some people like to refund people through PayPal or by giving them credit on their credit card. You can do the same thing by email or with an audio postcard.

I would recommend an audio postcard because it's more intimate than email because there is audio there.

An audio postcard is somewhere between email and IM — between tier two and three — because there is voice.

*Don't forget
to sign up
for the
class
mastermind
group*

Now, let's take a look at the final case study:

www.TrafficConversionInstitute.com/CDPromoBack.pdf.

This is a PDF of the front and back of the CD I use for a free giveaway.

Do you remember how I said that I give away free CDs at conferences? Do you know why? For those people who have paid \$1,000, \$2,000, \$3,000 or \$5,000, I willingly exchange 73 cents for their email address, their name and their address. That is what it costs for me to give a CD away.

That is what they are willing to give me for this CD, and they pick it up at the back of the room.

That is not enough. I picked up their lead, but I want them to order from me. So, look at the back of the CD in the PDF. It says, "Alex's Top eMarketing Recommendations: To get three free chapters of Alex Mandossian's best selling postcard marketing course, visit www.MarketingWithPostcards.com."

"To learn how to become a world class copywriter for less than \$80, take a look at www.CopyWritingCoach.com."

That's cool. I want to become a world-class copywriter for less than \$80.

"Or, if you want to join Alex's online mastermind group at no cost, please visit www.TrafficConversionInstitute.com/mastermind."

Anyone can have a mastermind group. We have one for this class. If you haven't signed up for that photo album yet, I want you to do that.

You can do this at www.TrafficConversionInstitute.com/classpics.htm.

So, all you need for the back of your CD giveaway is your top recommendations of websites. I have it on the back of my business cards, as well. Look at the power you have when you do this.

I want to end with a story by Jimmy Valvano, who is no longer with us. He used to be the head coach of North Carolina State University.

*Use these
Traffic
Conversion
Tactics and
be in the
position to
win*

He said, "I don't care if I am six points behind or six point ahead. I just want to be six points behind or six points ahead with two minutes to go. When there are two minutes to go and I am six points ahead or behind, I am in the position to win." I want you to be in the position to win.

We have gone through eight months. You have learned target market strategies, offline marketing strategies, copywriting strategies, exit survey strategies, recycling strategies and more.

I have taught eight different, highly-targeted, highly-in-demand topics, which I have surveyed. When I surveyed, I found that these are the eight areas people want to know about most.

I hope it has been very worthwhile for you. If you want to give me a testimonial about these eight months or you want to give me feedback that isn't positive, either way, please go to www.AskMyList.com/testimonial. You can give an audio testimonial, as well.

I have some resources for you:

- ✓ ExitSurveyGenerator: If you want to get the code to keep your pop-ups from being blocked — www.ExitSurveyGenerator.com.
- ✓ www.PDFGenerator.com. There are some resources there to make PDFs for free.
- ✓ A new resource is Shannon Seek at Seek Solutions. You can email her at Shannon@SeekSolutions.com. Her phone number is (925) 924-8856.

Folks, that is eight months of Traffic Conversion Tactics. We have literally covered hundreds of them.

Don't forget the bonus gifts at www.TrafficConversionInstitute.com/bonus and the password is socrates.

Good Luck. Good Sales. And, I hope our paths cross soon.