

MODULE ELEVEN



**Weekly Tips On How To Grow Your List, Grow Your
Traffic & Grow Your Offers**

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Welcome to another exciting issue of “Three Top Tips” Here’s what you’re going to learn about in this issue:

1. List: How to Create a High-Converting Email Series
2. Traffic: How to Get Your Best Customers to Refer Their Friends
3. Offers: Five Keys to Creating Infoproducts That Sell Like Crazy

Ready to get down to the good stuff? Then dig in...

List: How to Create a High-Converting Email Series

People rarely purchase something the first time they're introduced to it. That's why you'll enjoy your highest conversions when you send out a series of emails to promote a specific product. That's why you're about to discover the step-by-step process for creating a high-converting series.

Take a look...

Step 1: Decide What to Promote

Your obvious first step is to decide what to promote. The key here is to pick just ONE offer per series. If you promote multiple offers, you're going to dampen your overall conversion rate. So, pick just one offer and move to the next step...

Step 2: Design Your Offer

The next thing to consider is whether you're going to promote a special offer, or if you're going to promote a product at its regular price and without any special bonuses. Both approaches are acceptable. However, you're going to get a higher conversion rate if you have a special offer to promote. In addition, if you're promoting an affiliate product, then it's a good idea to offer your own bonus or other perk to help spur sales.

Next...

Step 3: Determine How Many Emails to Send

Now you need to determine how many emails to create for your sequence, which will generally range from three to seven emails or so. Exactly how many you send depends on the following factors:

Does the audience know you?

If this sequence is going out to brand-new subscribers, then the audience likely doesn't know you or trust you quite yet. As such, sequences going out to new subscribers will tend to be a little longer than sequences going out to your long-term subscribers.

TIP: If you're sending out a live broadcast (rather than an autoresponder series), then you can segment your list by "old" and "new" subscribers. That way you can adjust the length of the sequence, such as by sending one extra email to "new" subscribers who may need a little more coaxing for you to close the sale.

If you're selling an affiliate product, you'll also want to consider whether the audience is likely to be familiar with the vendor.

If you're promoting a product from someone who's really well-known in the niche, then your sequence might be a little shorter.

If you're promoting a product from someone who's fairly new to the scene, then your audience may need a couple more emails in order to become comfortable with the purchase.

Next...

Is the audience familiar with this product?

If the product is brand new and just hitting the market, you may need to create a longer sequence. This is particularly true if the product is unlike anything on the market (and thus needs more explaining).

What is the price of this product?

The last big factor to consider is the price. As you might suspect, expensive products generally require more persuasion (and more emails), as compared to an inexpensive product that's an impulse purchase.

For example, let's say you're selling your own \$10 offer to people who know you. In this case, you can send a series of two or three emails. (Three emails are better, as it takes into account that not everyone is going to see every email you send.)

On the other hand, maybe you're selling a \$497 offer that's brand new. In that case, you may send out somewhere in the neighborhood of five to seven emails.

These are just guidelines to get you started – ideally, you'll want to experiment to find out which sequence length works best for your particular offer.

Step 4: Develop Your Content

Now that you know how many emails you need to send (approximately), you can start developing your sequence.

Keep these tips in mind...

Choose a Theme

This is a series, so you want to choose a theme that ties all the emails together, which in turn encourages subscribers to read each email in the sequence.

Think in terms of sharing tips, secrets, ways, steps, tools or ideas. For example, if you're writing about weight loss and you have a five-email sequence, it might look like this:

- The Five-Step Guide to Getting Rid of Love Handles
- The Five Secrets of Rapid Weight Loss
- Five Ways to Boost Your Metabolism This Week

Next...

Create Something Useful Yet Incomplete

The series as a whole as well as each individual email should be useful in that it solves part of your subscriber's problem, yet it should be incomplete in the sense that it naturally leads to your paid offer.

Let's suppose you're selling a home buyer's guide. You can create an email series with an overview of the steps (what to do), but subscribers will need to buy the guide to get the exact details of how to take those steps.

Alternatively, you can provide a set of secrets/tips for finding and buying the right home. While each tip is useful, it doesn't solve the subscriber's problem in full, so they need to purchase your guide.

One more example: you can offer a set of tools for home buyers in each email you send, such as checklists and worksheets. In order to make the most of these tools, your subscribers will need to purchase the guide.

TIP: As always, don't forget to create a strong call to action at the end of the email, where you presell your offer and tell people to buy it. See a previous issue of Three Top Tips for more information about creating effective calls to action.

Next...

Capture Attention

As always, you need to create benefit-driven subject lines for each email. E.G., "The weird conversion trick that works like crazy!"

Craft Evergreen Emails

If you're uploading these emails to an autoresponder that you intend to use for the long term, then make sure your emails are evergreen. This means sharing content without any references that would date the content, as well as sharing time-tested content that won't become old/outdated.

Conclusion

Sending out a series of emails is a proven and powerful way to close a sale. You can use this technique to promote a product in your welcome series of emails, whenever you launch a new product or participate in someone else's product launch, when you do a special promo (such as a one-week sale) or whenever you want to generate sales.

Now let's switch gears and talk about a really good way to generate warm leads...

Traffic: How to Get Your Best Customers to Refer Their Friends

When marketers think about why they value their best customers, they often think in terms of direct profitability. That is, your best customers tend to be worth a lot to your business simply because they spend a lot of money with you. That's why you treat your customers so well, use onboarding sequences, and focus on retention strategies.

Now here's something else: your best customers are also your best business advocates.

It's true, right? A really happy customer is likely to tell their friends about you, especially if their friends ask for recommendations.

This is among the most valuable "advertising", because people who come to you via recommendations from a trusted friend are really warm and presold on doing business with you.

So, the question is, how do you get your customers to recommend your business to their friends?

Answer: you create a referral program, which rewards your best customers for telling their friends about you.

Sure, some of your customers will be happy to tell their friends if you simply ask them to. But you'll get a whole lot of enthusiastic referrals if you reward your customers for their recommendations.

Check out these tips and tricks for starting your referral program...

Create a Two-Way Referral Program

A one-way referral program is where you reward your customer for referring their friends. A two-way referral is where you reward both your customer and the referral. As you might suspect, the two-way referral tends to be more effective.

Some of the biggest companies in the world have used referral programs (and two-way referral programs specifically) to build their business.

For example, the bank ING offered \$25 to new customers AND the person who referred them when the referral opened up a new savings account.

DropBox, which is the cloud storage service, did something similar. They offered both referrals AND the people who referred them extra storage space when the referral created an account.

The ride-sharing service Uber is another company with a two-way referral program. Both new customers AND the person who referred them earn ride credits.

Here's one more example from a company you know: Airbnb has a two-way referral program where both parties earn travel credits for the referral.

Which brings us to the next point...

Offer Valuable Rewards

When you set up your referral program, you need to consider what your audience really wants.

Sure, everyone wants cash, but if you're offering cash then you're basically setting up an affiliate program. Instead, you want to offer discounts, credits, products or similar.

Now here's the key: if your referral program gets people involved in your business even more, that's a good thing.

Take the examples I gave you a few moments ago. Uber offers ride credits. Airbnb offers travel credits. DropBox offers extra space. In all cases, using the referral reward involves using the business' product or service.

The existing customer is happy to get a product or service for free (or at a deep discount). Meanwhile, the referral gets a chance to sample your products or services for free or at a deep discount. And when the new referral starts using your products and getting good benefits, they too will become loyal customers.

Let's suppose you run a membership site. You might set up a referral program where both parties get one month free inside the membership site.

Another way to do it is to offer the reward conditional on becoming a customer. So, in continuing with the membership site example, you'd give each party a free month AFTER the referral has paid for their first month.

Now the next tip...

Create an Onboarding Sequence

When the new referral first arrives on your site, they're going to be naturally enthusiastic because a trusted friend referred them. However, this enthusiasm may quickly fade. Indeed, the referral may claim the reward (such as a free month inside a membership site), but never use it.

When their free trial expires, the person who never looked at your content is unlikely to sign up as a fully paying member.

That's why you need to create an onboarding sequence for your new referrals. This sequence of emails should touch base every two to three days to do the following:

- Remind referrals of the benefits of the offer.
- Encourage them to use the product or service (by pointing to specific parts of it).
- Share new tips and strategies to provide even more value.

If you can get the referral to use the product, then you're one step closer to creating a new or repeat buyer.

Conclusion

Starting a referral program is a great way to generate warm leads. For best results, you'll want to start a two-way program that rewards both parties with credits, discounts or products.

If the biggest companies in the world use referral programs to grow, then you'll definitely want to consider using them too.

Now that you know how to generate warm leads, let's turn our attention towards creating profitable products...

Offers: Five Keys to Creating Infoproducts That Sell Like Crazy

Throughout these issues, you've been learning about creating infoproducts that people really want to buy.

As you know, one big key is to research your market first, so that you create something that people really want. Another key is to create something fresh, something that stands out from the competition. Still one more key, as you learned, is to create an attractive bonus or bonus package.

Now we're going to continue that discussion by looking at other factors that will make your product more attractive to your market. Read on...

"Niche-ify" the Offer

Sometimes marketers think that if they make their product for "everyone," then they'll have a large pool of prospects and a lot of sales. Unfortunately, however, it doesn't work that way.

In fact, the opposite is true: you need to niche down in order to generate sales. Indeed, you can even create a series of niche-ified offers directed at specific segments of your market.

For example, let's suppose you have a dog training guide. You can niche down by targeting specific categories of dogs, such as small dogs. You can niche down even more by targeted specific breeds, and all it takes is a few simple tweaks to niche-ify a product. E.G., "The Secrets of Training Yorkshire Terriers" and "The Secrets of Training Toy Poodles."

Now imagine someone has a toy poodle, and they're going to buy a training guide. Which one are they going to buy: "The Secrets of Training Your Dog" or "The Secrets of Training Your Toy Poodle?"

That's right, they're going to buy the book specifically aimed at toy poodles. As such, focusing in on a smaller niche can help you generate MORE sales than if you try to appeal to everyone.

Now the next tip...

Set the Right Price

If you price your product too high, people may not buy it because they can't afford it. If you price it too low, people might not buy it because they think the product must be junk since it's so cheap. That's why you need to set the right price.

The way to pick the right price is to first do some pricing research to find the range of prices among your competitors, as well as the median price (which is the most-used price). Then compare your product to the competitors' offers to determine if your product is worth more or less.

For example, maybe courses similar to yours go for \$27-\$97 in your market, with most of them priced right around \$47. You'd start with this median price (\$47) and determine if your product is worth more or less than this based on how you've positioned the product, the overall bonus package, the format (e.g., video is worth more) and similar.

Perhaps you find your product to have more value than most, so you price it at \$97. Or perhaps yours is about average, but you price it slightly under the median – at \$37 – to provide a lot of value for the price.

This gives you a starting point for pricing your offer, but as always be sure to test and track to determine the most profitable price with high conversions and low refunds.

Next...

Get a Professional eCover

Yes, people really do judge a book (or a video or a membership site or any other product) by its cover. If you've got a cheap-looking cover, your audience is going to assume the information inside is junky too. And likewise, a professional cover helps set the expectation that the product itself is high-quality, polished and professional.

Unless you are skilled with graphic design, don't even try to do this yourself. Instead, outsource this task to a professional. You can find a designer by searching Google for "ecover designer," or you can simply post a project on Upwork.com or Fiverr.com.

Prove It Works

Your audience is a little skeptical when it comes to your offer. They don't quite believe that it's going to work for them. That's why sharing case studies, testimonials and other forms of proof help boost conversions.

And here's something else: reverse the risk by offering a money-back guarantee. Even though you're proving that your product works, your prospect is still skeptical. So, here's where you say, "I promise it works, or you get your money back... no questions asked."

TIP: Longer guarantees tend to work better to both boost conversions and reduce refunds. If your guarantee is too short (such as one week), the buyer may panic if they haven't yet used the product, and they'll quickly ask for a refund while they still can.

Your guarantee should be at least 30 days long, and preferably as long as it will take for someone to complete a task (or even get results). For example, if you have a course that teaches people how to set up a business in 90 days, then you might offer a 90-day guarantee.

Here's a related strategy...

Give People a Free Sample

As you just learned above, people tend to be a little skeptical of your claims. That's why you'll want to offer a "free sample" of your product.

If you have a membership or subscription style site, you can offer prospects a free month inside the site. If you have a regular infoproduct, then you can splinter a valuable piece of it and offer it for free. For example, if you have a multimodule course, you can offer one lesson for free. Or if you're selling an ebook, you might offer one chapter for free.

The beauty of this method is that it provides a risk-free way for prospects to try out your product. The benefit is that you get to collect email addresses to encourage people to use the sample and to "upgrade" and purchase a full membership or the entire product.

End result? You get higher conversions and fewer refunds, because people know exactly the quality of content they're getting when they buy your product.

Now a few parting words...

Conclusion

You just learned five more ways to make your product more attractive to your audience. Go ahead and put these tips to work to boost your conversions too!

That's it for this issue of Three Top Tips. As always, stay tuned, because your final value-packed issue coming your way soon!

Recommended Resources

Serious About Six Figures.com Simple actionable steps to complete every fortnight in order to generate a *'six figure a year online income'* SeriousAboutSixFigures.com

Simple Product Profit Formula. If you can write simple 7-15 page reports, you can make a living from the comfort of your own home, working to your own schedule. SimpleProductProfitFormula.com

Premium Product Profit Formula. Discover how to create your own \$97 products in 48 hours or less! Ramp up your sales quickly by creating your own "premium" products in just two days. PremiumProductProfitFormula.com

Sales Copy Game Plan. Learning how to write good sales copy is one of the most valuable and profitable skills you can pick up in your business career. Because once you know how to craft irresistible, sizzling sales letters, then you'll have the power to sell anything to anyone! SalesCopyGamePlan.com

Email Marketing Game Plan. If you want your customers to buy from you again and again then you need to keep in regular contact with them by email. The Email Marketing Game Plan will show you how to educate and entertain your readers every time. Maintaining high open rates and click through rates every time you email them. EmailMarketingGamePlan.com

Free To Fee. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. FreeToFee.com

Outsourcing Game Plan. Get a lot more done, work less hours and allow your business to become H.A.N.D.S. F.R.E.E. This details home study course shows you how. OutsourcingGamePlan.com

Affiliate Traffic Game Plan. If you have a traffic problem, you have a business problem. Here's the amazing no-cost strategy for getting other people in your niche to send you their very best customers
AffiliateTrafficGamePlan.com

Unfair Advantage Cheat Sheets. Over 880 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. An essential resource for every content author and business owner. UnfairAdvantageCheatSheets.com