

The Money Is In The Follow Up -

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You've created your product, and put a lot of energy into promotion now it's time to tackle the follow up. Yet this is the part that 80% of all online entrepreneurs don't apply to their full advantage. Too bad, because 68% of all sales happen during the follow up process! There are all sorts of reasons why people don't buy, the moment you release a product. There are even more reasons why they don't buy even when you do remember to send a follow up email. Understanding these reasons, and proactively planning how to solve their problems using focused follow up tactics has the potential to easily more than double your profits. So Why Do So Many Otherwise Dedicated Marketers Put in Only a Token Follow Up Effort? or (I kid you not) no follow up effort at all? A lot of it has to do with gaps in knowledge, things taken for granted, unbalanced focus and a host of other errors that happen, when you haven't been in business for 20 years. But seeing as how you don't want to take 20 years to build up your reputation (nor do you need to, given the nature of online marketing) there are some steps you can take right now to vault yourself past the follow up hurdle. (And past the majority of your peers!) You need to quickly learn about: * 7 misconceptions about follow up - and why people cling to these beliefs * The missing ingredient most marketers miss - and why these 3 small tricks will help you always provide it * The 7 hallmarks of a strong follow up plan - and 3 crucial effects this creates * The single most helpful thing you can do when deciding how to follow up with your customer * The phenomenon of follow up inexperience - and the 5 sales-sinking mistakes that can scuttle your best efforts * 7 areas you have to address to help keep your customers moving smoothly through your process * Removing the bumps and glitches - the easy way to do it * Challenging your own preconceptions - by looking at customer habits * 5 hidden traps that can stop you dead in your tracks, when it comes to delivering what you promised * The single most effective tactic for producing tangible, consistent results * 2 powerful reasons follow up recipients will thank you, instead of thinking your follow up contact a pain * 7 proven ways to win friends and customers for life - all by the way you plan your follow ups You see learning how to make the maximum profit possible from your marketing campaigns isn't brain surgery. It starts with making a plan, setting up your sales funnel then creating effective follow ups. And following up is where Too Many Marketers Fall Flat! Followup

MarketingIve written a Special Report to help you lay this boogeyman to rest, once and for all. Youll find it packed with information to help you understand: What follow up is all about Where the leaks and pitfalls lie How to create an effective follow up plan And much more (which Ill get back to in a moment) You can download and put to use my The Moneys in the Follow Up: Your Follow Up Cash Plan right now for 30 whole days. So put it straight to work and stop missing opportunities to: * Multiply your list * Create enthusiastic fans, followers and customers * Make the most profit possible from your online campaigns But I promised there was more and here it is. (It really does cover a lot of ground in a clear and focused way.) You will also get to learn about: * Overcoming your fear of selling - the simple tiny but powerful key that will turn this around! * 5 ways to give your fans access to you - without wasting time or destroying your sanity * Unexpected opportunities for effective follow up - and how to make the most of them * 10 focused follow up tips - you can put to use straight away! * 5 effective email strategies - follow these and your results will show it! * 10 biggest follow up mistakes (and you'll see that there's actually 12!) [YES] Can edit, take apart, add to, or sell as is [YES] Can be used as website, blog, newsletter, squidoo lens content [YES] Can be bundled with other products [YES] Can be offered as a bonus [YES] Can give reports to your clients and/or customers [YES] Can use the content as a viral report [YES] Can be used to create audio/video products [YES] Can give them to your affiliates to publish to promote your products [YES] Can be used for opt-in bonuses (newsletter signups, etc.) [YES] Can be added to paid membership sites [YES] Can be offered through auction sites [YES] Sales letter can be edited [YES] Squeeze page can be edited [YES] Can claim full authorship [YES] Can alter ecover graphics [YES] Can sell resell rights [YES] Can give reports away outright What You CANNOT Do: [NO] You CANNOT Sell PLR rights.

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