

Lead funnel & follow up

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Hey, guys, Ron Douglas, Five Dollar Reports coaching program, training program, "How to Turn a Free Ebook or Short Report Into 500 Leads a Day With Little \$5 Ads on Facebook."

Boom goes the dynamite. So today we're onto Week 2: Your Lead Funnel & Follow Up. And let me share this with you. This business is really a fairy tale to me. It doesn't even seem real at times, but it's very real. Just yesterday I sent this email out, "Hi first name," whatever your first name is, "Good news. We've arranged through our affiliate Craftsy to give you a free online class, 'How to make the perfect Pizza at home.' Learn how to make fresh, flavorful pizza," yada, yada, yada, "Get your free class here, 100% complementary - no credit card required." And I had a PS here, "Register for this free course now while they're still offering it." That's all I said. It took me, I would say three minutes to craft this email. And then my kids were off from school. I went out. I hung out at the park. We went roller-skating. We went to the diner. I probably worked about two hours total yesterday.

So I sent this email out and a friend told me about this program on ShareASale. And let me show you what I made just from last night on this one program. It's already up to 2004. This is the only thing I've promoted in this account. I'll show you this one program I promoted yesterday. If I go to reports and I go to merchant summary, I just want to look at that one program. The specific merchant was Craftsy. I sort that just for that one program. Look at this, \$2445 in less than 24 hours with that program. This is one of those programs where this company Craftsy has some big venture capital money behind them, and they pay out \$2 per lead and 30% per sell. You could send people to a free cooking class

just like this. So I'll show you where that link goes. As long as the sign up, you get paid. All they have to do is click that, sign up for the free course with Peter Reinhart and you get paid. It's silly.

So I made \$2 per lead they pay. If you were running Facebook ads for cooking-related stuff, they have all types of classes. They have sewing, quilting, cake cooking, home and garden, woodworking, anything, jewelry. I didn't even look at that one. They have cake decorating, which is a big topic for me as well, knitting, crocheting.

If you can get traffic, if you can get leads, if you can get clicks, say you get clicks for 50 cents, and then for every three clicks you get, somebody signs up. So for every three clicks, it'll cost you \$1.50 and then you get \$2 just from them signing up. All they have to do is click that and sign up or they could use Facebook, and you get \$2 plus you're getting 30% if they end up buying any of the upsells or the premium courses.

How much traffic would you send to that if for every \$1.50 you spent, you made back \$2 plus? And you could use this to build your list. Say for instance if I was using this to... Say I wanted to put together a page that had an offer saying, "Join our Cooking Secrets newsletter and we'll give you a free course on how to make the perfect pizza at home." So they joined the newsletter right after they enter their name and email. You redirect them through your affiliate link to this page to enroll and get their free class that they signed up for. Now you have them on your email list and they're enrolling in this and you're making \$2 for each person that enrolls.

It's silly the way this works and overnight that's what I made just from two hours of work yesterday and really three minutes of sending out that one email. This business is a fairy tale. I like to compare this business against real business. People complain in this business like,

"I'm spending so much on courses and I haven't quite cracked the code yet, but I bought all this software." You didn't buy anything, man.

Seriously if you think about it in the terms of a real business... I was looking at this franchise. I was going to buy this franchise for my wife because my wife likes working with children and this is a math tutoring franchise. They have a specific method and my daughter actually goes there. She's gotten good results and her grades have gone up. My wife wanted to start a franchise.

I'm looking at this and there's a franchise fee. We really looked into it. We went out to California, met with these guys. They have a franchise fee of 40,000 but the total cost of getting the signage, getting the lease space for the lease location, or physical brick and mortar location to do all the marketing involved to get it off the ground, everything it costs, the hiring, the first month of salaries, it would run you \$125,000 just to get this going with no guarantee of anything. No guarantee you're going to make any money. No guarantee you're going to make your 125,000 back. The only thing that's guaranteed is you'll have like a five-year lease where you're paying probably somewhere between \$7,500 and \$10,000 a month for this five-year lease. Sure, there's a lot of people who succeed with this, but this is hard.

What I'm teaching you guys is easy. If you were to invest a little bit of money and a little bit of time, even if you lose a little bit of money, you could have lost \$125,000. You take out a loan for one of these franchises, whether it be Mathnasium or Subway or Planet Fitness or real franchises, Dunkin' Donuts. You're going to spend six figures just to get it off the ground and it's going to be a breakeven period of probably even five years before you recoup that money and get into green and start making money.

What I'm showing you guys is it defies all of those rules and it really defies logic when it comes to business. And the internet is the great divider that enables this to happen. I don't have to tell you that.

The topics that I've discussed today: the true secret to success with paid ads, the money is in the follow-up, setting up your funnel, copywriting and VSLs, retargeting ad strategy as different scenarios and different ads you want use based on how you're retargeting, what page you're retargeting from, email follow-up, I'll show you an example exactly what I'm doing personally in that example niche that I'm using, the cooking market, and some recommended resources that you can use to get started.