

Your follow up process

Five Dollar Posts Transcript Bonus By Rachel Rofé

Your follow up process

The money is really in the follow-up. A lot of your profits will be made on the actual follow-up. Let me show you an example of my particular funnel. The direct ads that I run, when I run ads, Facebook ads to promote my particular funnel, I make 41% of my sales within the first day of running those ads. I make 41% of my sales immediately. I'll pick up an additional 18% of my sales just from the retargeting ads because people who click a retargeting ad are more likely to be interested and more likely to take you up on your offer, than someone who just click the regular ad. The reason is they already saw it once. They saw that offer once, and if they click it again, that means one of two things might happen.

Either they saw it the first time and got distracted, or they see it again and now they are like, "Okay, this person is everywhere, so let me go ahead and get this offer." It adds more credibility when they see your ad in different places all over the web. It adds credibility and they take you more seriously, and when they click the second time to come back, then they're coming back for a reason because they know what they're going to see and they're going to get that offer. That's why retargeting ads are so powerful.

So 18% I pick up on the retargeting. Then, from the actual free eBook that I offer, I pick up another 9% because I have an offer right in the free eBook. I have an ad right in the free eBook because people sign up to get the free eBook obviously. So they're going to look at it, and then in that free eBook, you can capitalize on that opportunity to place an ad to get them back to your site to buy your paid offer.

And then with the emails, I make 5% on email number 1 because most of the people open email number 1. That's when you have their full attention. Email number 1, and then it drops off 2% there, 4%, 2%, 4%. I track these. I put a separate tracking link in each of these emails to let me know. If you're using ClickBank, you can get a separate link. You can put a tracking ID in the link. If you're using JVZoo, you put a tracking link. If you have your own shopping cart, you can do that. If you're using Click Magic, which is one of the resources that I use, you can put a tracking link. Basically, you want to know which email is performing well, which one is not. So I know from this that email 2 got only 2%, and email 4 got only 2%. So maybe I swap those out and test out a different email in this funnel.

Email 6, I pick up another 11% of my sales on email number 6. These are all automated follow-up emails that go out. Whenever someone opts in, gives me an email address, these are pre-programmed, pre-recorded emails that go out to everybody that signs up. So I'm not sending these out over and over again. The auto responder service I use AWeber is sending out these emails. So I pick up 11% on email number 6. The reason is because I put scarcity in email number 6. So I'm going to show you an example of what the emails look like in just a second.

In email number 7, I pick up another 4% because the people that missed out on this last-call type of email number 6, they jump on email number 7 because I tell them, "Okay, now you can get it at the full price." You'd be surprised if people missed out on getting the sale, they'll still get it. Like what the heck, they'll just buy it anyway at the increased price because they wanted it.

So if you look here at my follow-up sequence, you'll see that the first email is what you requested to get. I'll show you what that looks like. So this first email is like an indoctrination email. The goal of it is to let them get to know me a little bit better, get to know the service that I'm offering, and to tell them why they should look forward to receiving my

emails. I also have another reminder that they can buy the product. I tell them what the newsletter is. It's branded for my cooking niche. I'm in a bunch of different niches, but I'm just showing you the cooking niche because I guess that's what I'm most known for.

So I branded recipe secrets newsletter. I tell them that I've got some credibility here, as seen on Fox, NBC...I've really been on these shows. I'm not just saying that. A lot of people like to publish blog posts on iWriter in different places, and CBN. You know, different blogs, media, local media blogs, and then they say, "As seen on." No, I've actually been...You can YouTube me." It's a pet peeve of mine that people say that they've been on these shows and they've only been on posted, published on these blogs, whatever. So I put their name. That's optional. I like to do that just for branding purposes.

So if your name was Sally, it would say, "Hi Sally," whatever your name is. It pulls it in from the database. Ron Douglas here, I hope all is well with you. Then I tell them, "Welcome! Welcome to the site." And I tell them what we specialize in. I tell them we're the number 1 restaurant recipe site.

So you see I'm indoctrinating them and letting them know, this is the real deal. We're number 1. We specialize what we're specialize in, and what you're going to get, what the benefits of it is, and then I'm telling them what to expect in the newsletter going forward. Like some of the content. Let them notice there's actual content. This is a real newsletter. Then I tell them it's 100% free service sponsored by advertising partners, so that you never have to pay. I'm priming them to get my ads going forward in the future. So this is my first email, indoctrination email.

Then I give them something to look forward to. Look out for the next edition of the Recipe Seekers Newsletter. I add the social proof there. We have over 240,000 subscribers. I need to update that, it's actually

more now. They're raving and telling their friends to sign up too. So in the mean time, here's the freebie that I promised you. So I give them this freebie that I promised them, which is the free sampler eBook. I'll show you what that looks like. So that's this. Free sampler eBook. And then, in the eBook it has an ad. This guide consists a sampler. This guide contains 15 of our most requested recipes. You can get 300 additional secret recipes here.

So I give them a link where they can go and buy. Buy one get one free. It's a sale, special sale. So I have that, then I give them the content. Then at the end of the eBook, I have that offer again. If they like the little sampler, they can get the complete list of secret recipes. So you can do this with any particular niche. You like what you see here, you can get the full DVD video course, or whatever you want to offer. And again, give the free sample, offer the full version. So that's email number 1.

Email number 2, I start giving them the content. So email number 2 is content, content, content. And then this email number 6, is the last call. So in each of these emails I'm promoting my offer. But email number 6 gets a lot of sales because it's telling them, and I'm priming them the whole time in these other emails saying, "The sale is still available. The sale is still available. For a limited time. For a limited time." Then in email number 6, "Last call, plus new Olive Garden recipe." So I tell them, "Today is the deadline for the buy one, get one free sale, on the offer you've been seeing." You can tell them why they should get it. Click here to order now.

So this two little paragraphs, picks up an additional 11% of my sales just from that one follow-up. So you can see how powerful that is. And I gave you an example of what you can do, if you're using a free eBook to give away or a free sample of your product. You could follow this guideline here. Email 1, thank you for sending the report. More information, here is the link. And you want to indoctrinate them too.

Like here's what we're about, here's what to expect. Email number 2, follow-up with them. Hope you got the freebie you asked for. Here's some reasons why you want to get my product. So tell them why they want to get the product.

Email number 3, questions people have been asking about the product. FAQs. So you focus on the product.

Email number 4, here's what people are saying about the products. So you have your testimonials.

Email number 5, the strongest benefits. So you're focusing on the benefits to getting the product and you emphasize there's a limited time offer.

Email number 6, when you start putting the scarcity on. Time is running out on the special bonus. So if you offer a bonus if they buy, by a certain date.

And then email number 7, what's holding you back. Now you're questioning them. "Why didn't you order? What's holding you back?" Knock down any objections they might have in that email. And you can ask them to reply to you. Let you know what's holding you back from getting the offer. And obviously people that buy the offer, you want to take them off of this list. You can do that with automation tools. Any auto-responder worth us all, it has automation tools that will move people from one list to the next. You can use Infusionsoft to do that. It's a shopping cart all-in-one, and has those automation tools as well, where you want to move people from your subscriber list to your customer list once they buy. So you don't have to keep bothering them with these type of offers.

So this is a guideline that you can use. You can pause the video, write that down. But I posted it in the group there. You can use that guideline.