



Pipeline Profits

The Follow Up Formula That Turns
Your Email List Into Cash

By Ann Sieg and Eric Walker

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Dear Reader,

All marketing experts recommend following up with prospects. In fact, you'll often hear us say, "The fortune is in the follow up."

And while I believe this to be true, I see time and time again, that those same experts lack a clear process to follow when it comes to follow up.

In fact, most of them haven't even set up their follow-up emails.

They find it difficult, if not impossible, to know how to create a follow up sequence, what types of messages to create, and how to structure them in an order that both provides value AND generates sales.

If you are lacking an email follow up sequence that brings you more sales, this book is here to help you change that.

The following workbook is designed to take you through creating your own follow up sequence. Not just the theory of it, but literally guiding you through putting pencil to paper and writing out what you want to tell your prospects.

If you implement what we're teaching here in Pipeline Profits, and complete this workbook, you will know how to double, triple, even quadruple your leads to sales conversion rates.

To Your Success,



Ann Sieg

First Things First: The Follow Up Offer

Before generating any of your follow up marketing materials, you need to know what your follow up offer is going to be.

I recommend picking 1 offer to focus on for the first 10 follow up messages. This provides a synergy in your follow up marketing, and keeps the customer focused on the "most important thing".

Presenting multiple offers immediately after the user completes their first "hoop", can often lead to customer confusion, and the feeling that "I'm just here to be sold."

Take the time to position your next offer, while reassuring and building up the value of what they just consumed.

So now: Identify one affiliate product that you think your prospect should immediately purchase, or if you're selling your own product, what is it? Or it could be a service too. Decide what it will be.

Are there any bonuses included with this product that you could leverage in your follow up messages? Are there any bonuses you could "add on" to add value if they bought from you. Detail them here, you'll need them later:

Now that we've chosen our offer. Let's start working on building *the follow-up sequence*.

The Thank You Page

Let's get started where most people stop... With your "thank you" page (the page the user sees immediately after opting in).

Your "thank you" page should NOT be just a standard template provided by your list provider, or just a simple message saying "Thank You For Opting In". It should be its own page, with a very clear message.

This can be done with most list providers (such as Aweber) by simply providing the "confirmation page url" or "thank you page" url. (A quick [Aweber tutorial](http://www.aweber.com/blog/new-features/custom-confirmation-page.htm) can be found here: <http://www.aweber.com/blog/new-features/custom-confirmation-page.htm>)

It's VERY important to start the follow up process right away after the user takes action. You want to constantly be reassuring, guiding, informing, and motivating them.

On your thank you page, you will want convey 3 very key points:

- Tell them what just happened (Reassure them, and Inform them)
- What they should do next (Guide them)
- And what they need to do NOW! (Motivate them)

Now it's your turn: Write as if you're talking to them across the table from you. First, tell them what just happened. You need to **reassure them** that the action they just took was the right one. Ask yourself, "How can I reassure the prospect that they made a wise decision":

Next **inform them** of what will happen as a result of what they just did. What will your prospect receive as a result of subscribing? How will they receive it? What else can they expect? BE VERY SPECIFIC! **Tip:** We strongly encourage you to use your "Thank you email" to take care of the offer delivery, NOT the thank you page.

Next, **guide them** to what you want them to do next. If this was a free offer, I recommend not guiding them to consume the content they just opted in for (let your thank you email do that), but rather, guide them to the next step in your marketing process (IE: the next sale or product).

Answer this: What can (or should) your prospect do now? What are the benefits of doing so?

Write at least 3 bullet points to convey WHY. If you need help writing bullet points, I recommend you check out this [free article on the topic from Copyblogger](http://www.copyblogger.com/writing-bullet-points/). (<http://www.copyblogger.com/writing-bullet-points/>)

1) _____

2) _____

3) _____

For people who aren't ready to take that step, or have more questions before doing so, How can your prospect communicate with you, stay in touch with you and/or follow what you do?

Lastly, **motivate them**. How can you entice your prospect to take immediate action? How can they further benefit from what you offer by acting immediately? Don't be afraid to push and sell. Do so! Sell just as hard as you did on your opt-in page (if not harder!).

Congratulations! You now have the framework and wording for a thank you page that is the FIRST STEP in generating successful follow up sales!

Your “Thank You” Email

People will read the welcome email they get from you, so why not include an offer for your product, or for an affiliate product, or a link to a page of recommended resources?

But before we get to that, just like your Thank You page, you need to:

- Tell them what just happened – Tell them how they just opted-in and where, Tell them how to get what they just opted-in for.
- What they should do next – Guide them to the next thing (it’s probably not what they opted-in for)
- And what they need to do NOW!

Draft out the first bullet below to get your welcome email started. Again, remember to write to them like you are talking to them across the counter, not like an 11th grade English paper. Reassure and inform them:

Now that we got the “delivery” portion of the thank you email taken care, let’s move on to the money making portion of the thank you email.

One of the best ways to position your next offer in a Thank You email is by highlighting one of the free bonuses you came up with when deciding on your offer on page 2. This can be used to motivate them to action.

Remember: People procrastinate! You want to give them a reason to take action!

Like the thank you page, start by informing them about WHY they should consume your next offer. For your thank you email, you can even use the same bullets you came up with for the Thank You page, or draft 3 new bullets below:

- 1) _____
- 2) _____
- 3) _____

Just like the Thank you Page, After explaining WHY, close with why they need to take action now (ideally to get one of the bonuses). Make the offer urgent!

Believe it or not, there's still one more chance to get them to take action.

Close your email by thanking and reassuring them again about whatever offer they just consumed (IE: "Thank you for downloading my free ebook. I'm sure it will help you") and then sign your name.

But don't stop there...

Add a P.S. that again motivates them to take action to consume your next offer NOW. Make it time sensitive if at all possible. If you aren't ready to sell them extremely hard in the P.S. or in the thank you email, you can also use the P.S. to inform them of what will be coming in the next emails. Take the time to draft out a P.S. below:

With your thank you email out of the way, you now have the 2 most important components completed in your automated follow up sequence. From there, I recommend a pretty standard routine that you can repeat over and over again...

The Routine – The Basics

Once the thank you email is sent, you want to begin sending emails at a rate of about once a day to follow up with that customer. I've created a routine that we like to follow, and at the most basic level it looks like this:

Second follow-up: Start by sending an email that includes answers to three common questions people have about what you offer (i.e. what your selling next). State the benefits, offer and of course, the URL to buy. If you are having trouble with the beginning of this email, I recommend telling the user that you assume they consumed what you *gave* them in the thank you email. For example: "By now, you have hopefully read my free report on"

In all of these emails, it's more about motivating and driving home the sale.

Third follow-up: Send three customer testimonials, ideally with a narrative to go with them, and then conclude with the offer. Again, these emails are about trying to motivate the reader to buy.

Fourth follow-up: Send another email containing 3 MORE common questions people have about what it is you are offering. This email should follow the template for the second email pretty closely.

Fifth follow-up: Detail the value proposition of what it is you're trying to sell. If you don't know what a value proposition is, see this great article on the topic here:

<http://www.therenegadeblog.com/developing-your-usp>

Sixth follow-up: Give a success story of someone who used your product. Again, close with a URL to the offer.

Seventh follow-up: Send another 3 customer testimonials, ideally with a narrative to go with them, and then conclude with the offer.

Eighth follow-up: Reoffer the special bonus you may have offered in your thank you page (otherwise, now's the time to offer a new one). Give them a deadline of 3 days to buy and get the bonus.

Ninth follow-up: Create scarcity and let them know that you MAY be discontinuing the bonus (you don't have to). The key again is to motivate them to take action now and not wait another day.

Tenth follow-up: Remind them of the link, and let them know the offer is still active.

At this point, the customer has now been approached with this offer in 10 different messages.

The best part is, this routine can be repeated. Go back and do this 5 more times and you will have 50 follow ups.

Or, change the offer, and have another 10 days worth of emails for a second offer.

Many of you may be concerned that you are emailing too much, and while it may feel this way, one of the important things to realize is that many of them (assuming your initial offer qualified them for your second offer), are extremely interested in what you have to offer, they just need the motivation to buy.

In my own tests, I've gotten people thanking me for emails, after sending them up to an email-a-day for 2 months.

Of course there were people who unsubscribed in that same period... That is simply their way of saying "I'm not interested." That's okay.

Also, if possible, many list providers have the ability to remove users from one list, when they are subscribed to another (often called "automation"). It can often be a good idea to remove someone from the list that is doing the marketing once they "buy" the next offer. This isn't required, but it can reduce complaints and unsubscribes.

With the basic understanding of what "types" of emails to send over the next 10 days, let's now break a few of the types down, and give you some tips on writing them.

The FAQ Email

Often, these emails will write themselves when people send in questions about a product. Not only can they help to clear up customer confusion, but they are a great way to present the offer's value and features.

This worksheet will guide you through coming up with some of the content that will make up your FAQ emails. I strongly encourage you to try to wrap them in a narrative if possible, but even just a "here are a few questions people have been asking me lately" is better than nothing!

Start by coming up with the questions! What are 3-6 frequently asked questions (FAQ) people will have about what you sell? Are there more?

What about things they ***should*** be asking? Sometimes a customer will not know what they should be asking about a product. You can introduce them to the question, and then answer it for them in an FAQ style email. Write 3 to 6 things a customer **SHOULD** be asking below:

Now try to group and order them in a way that makes sense. On a separate sheet of paper, draft an email around these questions. Try to tell a story, and make it interesting to read. Be sure to provide value. Finally, close with your offer, and if possible, a strong, call to action P.S.

Testimonials

If you don't have them, you will need to collect them. Start by listing 3 people you can get testimonials from. Who can you approach that could instantaneously say something awesome when approached? If you don't have anyone, perhaps give the product away to a few people, on the condition that they answer a few questions for you, and that you may use them for marketing purposes.

You can use these 3 questions as a guide to help you capture a strong testimonial:

1. What did they struggle with before they started working with you?
2. What did you do that helped them?
3. What benefits are they now enjoying?

Be sure to document what they say (either by voice recording, video recording, or via the written word). It also helps if you can get their permission to use their name, and maybe the city and state they live in. This provides more credibility to the testimonial.

Testimonials don't have to be long, a few short positive words can be built upon by your half of the story of working with them.

If someone does give you a strong lengthy story, save those testimonials for your "Success Story" type emails.

Always be on the look-out for a strong testimonial, as they will always help to improve your marketing.

Write down your plan for collecting testimonials below. It doesn't have to be complicated, but once you have your plan, go and execute it.

Guarantees

Guarantees are another strong element you can include in any of the emails we mentioned above as one of the motivation pieces to your offer. They work great as a P.S. or as the last few lines in an email.

What can you guarantee your prospect will happen if they take advantage of your offer? What will happen if they take action – no matter what?

For example:

If you purchase Market Samurai with my affiliate link, and take advantage of my free "Keywords Done For You" service, I guarantee you will no longer be confused about what keywords to target, and within 90 days you will have more daily unique visitors to your blog than you do now."

Make sure you can back up your guarantee! Don't promise anything you can't deliver on!

Try to work your guarantees in to each of your emails, but they don't have to be in everyone, and as I already mentioned, they make for great P.S.'s

Humans Procrastinate and Bonuses!

I've already said this a few times in this report, but you have to remember... Humans procrastinate. ESPECIALLY when it comes to buying decisions. You have to give them reasons to NOT procrastinate. You can do this by offering a free bonus or a price discount for acting within a limited time frame.

First, select a deadline. For our sequence, we recommend 10 days, simply because that's when this portion of the offer sequence ends.

Next, figure out how you are going to position your limited bonus offer. Some quick ideas include:

- Offer a limited-time price discount where visitors must buy before a certain date in order to qualify.
- Offer additional bonuses for free if visitors buy within a certain time frame.
- Offer only a limited quantity of your products or services.
- Offer a limited quantity bonus.

Choose the one that works best for you, and then explicitly write-out your bonus offer:

Get It Done Then Tweak...

It may seem obvious, that the point of this formula is to DO THE WORK and get it done.

Many people will get stuck before they start, hung up on a question or method. Try to move past them to the real meat of what we're teaching here.

The emails don't have to be perfect to work.

In fact, a typo here or there can even improve conversions sometimes!

But you can't improve something that has no baseline. You can't test to see if something is better until your baseline is established.

Do the work.

You'll find yourself pipelining profits in no time.

To your success,



Ann Sieg

Additional Resources

These are some other tools that you may find useful when putting together your follow up marketing sequence.

Copywriting Resources

- **David Garfinkel's Ultimate Copywriting Crash Course**

<http://www.ultimatecopywritingcrashcourse.com/>

David was my copywriting mentor, and his amazing course contains training videos and copywriting templates that can save you time, and make copywriting easy.

- **Copyblogger**

<http://www.copyblogger.com/blog/>

This excellent free blog can provide you some great tips and insights into being a better copywriter, either in any type of writing.

Follow-Up Marketing Tools

- Aweber

<http://www.aweber.com/?220983>

This is the best and easiest to use email marketing platform on the market. It will allow you to setup automated follow up emails, like the ones we describe in this report.

Other Resources By Ann Sieg

- The Renegade Blog

<http://www.therenegadeblog.com/>

My blog provides free marketing tips and strategies for small and home based businesses that you can use now!

- The Renegade Network Marketer

<http://www.therenegadenetworkmarketer.com/>

The book that started it all. Watch this free video to learn how you can get a copy today, and get started with attraction marketing.

- Renegade Support

<http://www.renegadesupport.com/>

support@therenegadesystem.com

Have a question about this report, it's contents, or Ann Sieg? Contact our support team by either emailing them at support@therenegadesystem.com, or by going to <http://www.renegadesupport.com/>